25, 1942

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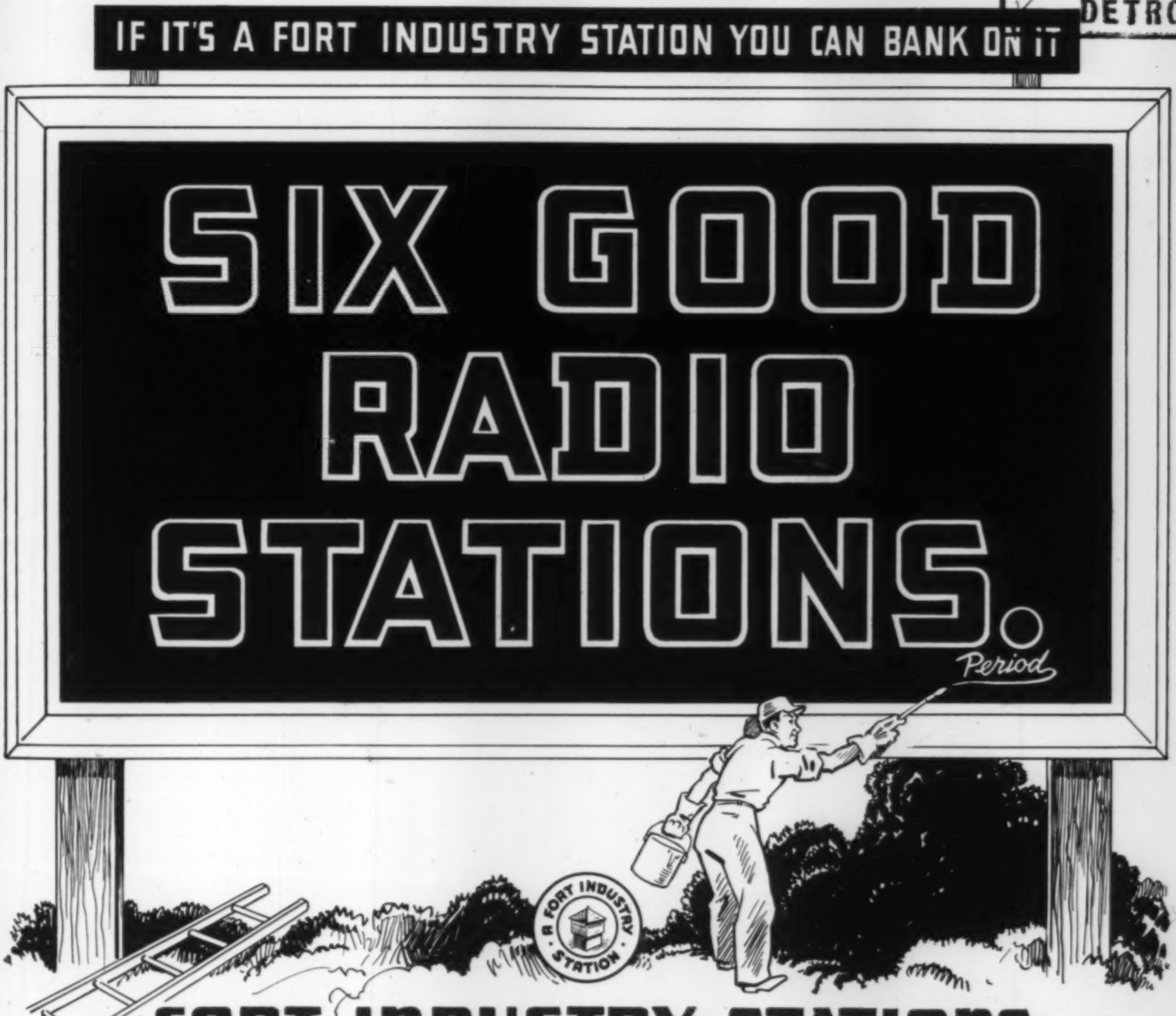
BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

MAY 26 194

DETROIT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A FORT INDUSTRY STATION

FORT INDUSTRY STATIONS

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NBC BASIC

WAGA
Atlanta, Ga.
5,000 WATTS—590 KC.
BLUE NETWORK

WLOK
Lima, Ohio
250 WATTS—1240 KC.
NBC NETWORK

WWVA
Wheeling, West Va.
50,000 WATTS—1170 KC.
BLUE BASIC

WMMN
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WHIZ
Zanesville, Ohio
250 WATTS—1240 KC.
NBC NETWORK

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This radio station endeavors to render a living service to the basic intent of the license granted us by the Federal Government. We feel that we can best serve the public through constant watchfulness as to the type and quality of our program structure. In our daily effort to best serve the greatest audience we firmly believe in the fundamental idea that the station in any given area with the best programs will have the greatest audience.

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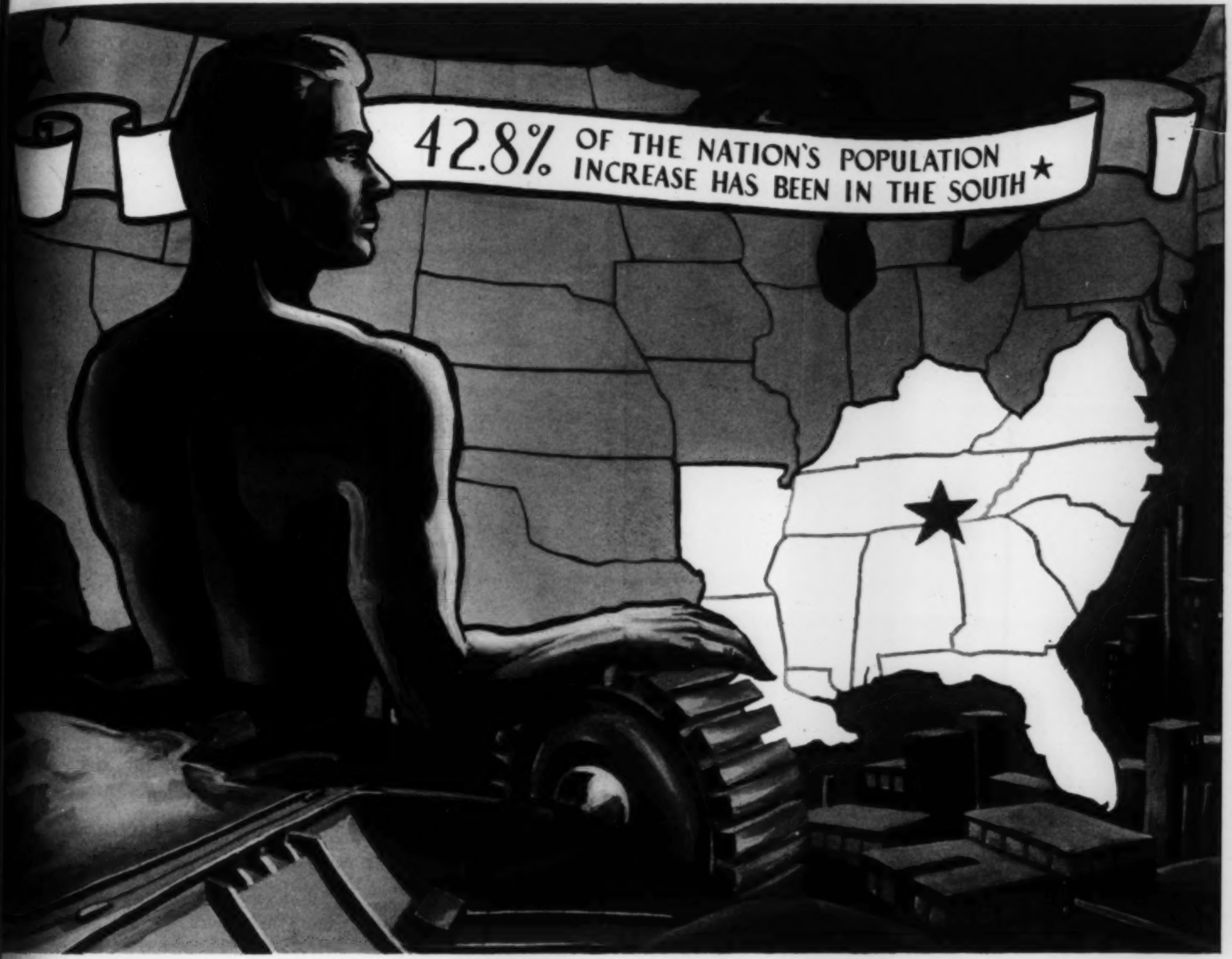
50,000 Watts Day and Night

Edward Petry & Company, Inc., National Representatives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A Mid-War and Post-War Market of Opportunity

With abundant, cheap T.V.A. power, ideal climate, strategic location, skilled labor and an unsurpassed variety of raw materials, the South is attracting more permanent industries than any other part of the United States. Already 42.8% of the nation's population increase has been in the South!

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Air Castle of the South
50,000 WATTS CLEAR CHANNEL
WSM

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OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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The Historic Battlefield

OF

Vicksburg

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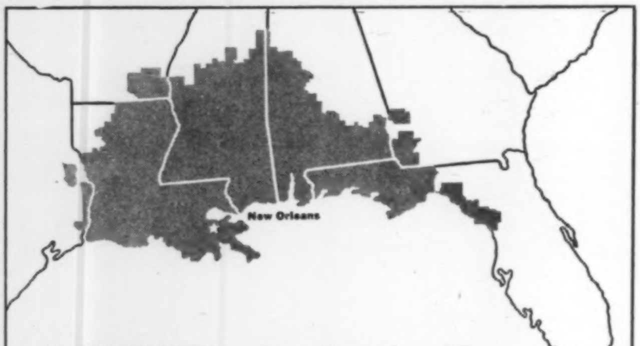
And so are 10,000,000 customers from 5 different states



50,000 WATTS, a clear channel, and five times the power of any station within hundreds of miles—that's WWL!

IF THE DEEP SOUTH is on your program, just one station will do the whole job—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 21 **MAY 24, 194**

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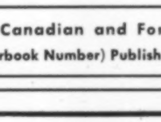
KOIL is the most economical buy in OMAHA

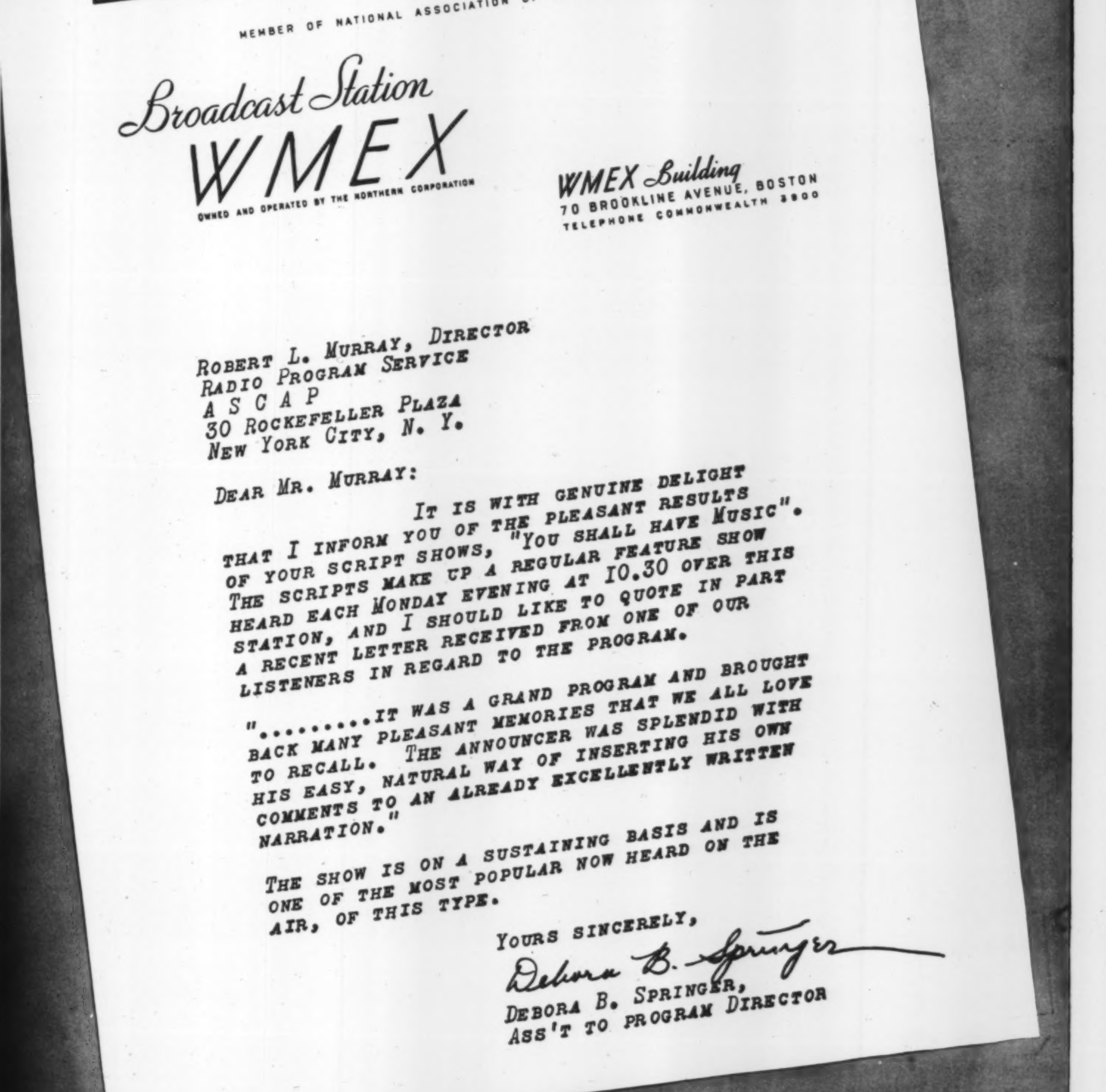


For Outstate Nebraska - **KFAB** ... is a MUST!

"YOU SHALL HAVE MUSIC". . . AND MUSIC PROFITS

"You Shall Have Music" is one of the programs prepared by the ASCAP Radio Program Service. It is written by skilled commercial writers and, in a substantial percentage of stations using it, is sponsored. Any ASCAP-licensed station may have this program . . . and others . . . without cost. Let us tell you how alert stations everywhere are turning music *costs* into music *profits*.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City



MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Broadcast Station
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WMEX Building
70 BROOKLINE AVENUE, BOSTON
TELEPHONE COMMONWEALTH 3800

ROBERT L. MURRAY, DIRECTOR
RADIO PROGRAM SERVICE
A S C A P
30 ROCKEFELLER PLAZA
NEW YORK CITY, N. Y.

DEAR MR. MURRAY:

IT IS WITH GENUINE DELIGHT THAT I INFORM YOU OF THE PLEASANT RESULTS OF YOUR SCRIPT SHOWS, "YOU SHALL HAVE MUSIC". THE SCRIPTS MAKE UP A REGULAR FEATURE SHOW HEARD EACH MONDAY EVENING AT 10.30 OVER THIS STATION, AND I SHOULD LIKE TO QUOTE IN PART A RECENT LETTER RECEIVED FROM ONE OF OUR LISTENERS IN REGARD TO THE PROGRAM.

".........IT WAS A GRAND PROGRAM AND BROUGHT BACK MANY PLEASANT MEMORIES THAT WE ALL LOVE TO RECALL. THE ANNOUNCER WAS SPLENDID WITH HIS EASY, NATURAL WAY OF INSERTING HIS OWN COMMENTS TO AN ALREADY EXCELLENTLY WRITTEN NARRATION."

THE SHOW IS ON A SUSTAINING BASIS AND IS ONE OF THE MOST POPULAR NOW HEARD ON THE AIR, OF THIS TYPE.

YOURS SINCERELY,

Debora B. Springer

DEBORA B. SPRINGER,
ASS'T TO PROGRAM DIRECTOR

Biggest Listening Survey Ever Made in America's 4th Largest Market!*

3

Times As Many Personal Calls As Ever Made Before!

This survey was based on personal interviews — not on telephone calls! It utilized the technique recognized as the most reliable: the one seldom used—only because it's the most costly!

SMART BUYERS
use

Impartial Radio Research Paid For Cooperatively Proves WAAT Invariably Delivers i North Jersey *The Most Listeners Per Dolla*

As a smart time buyer you owe it to yourself to sen for a detailed report (by ¼ hours periods) of th latest Continuous Listener Survey in America's 4th largest market — conducted by the Pulse of New York... whose monthly surveys are paid for cooperatively b all major stations in this area.

This survey proves conclusively that although WAAT does not deliver the most listeners in North Jersey—i invariably delivers the "Most Per Dollar."

No wonder leading agencies and advertisers are gettin "on the beam"—are placing more new national busine than ever before on New Jersey's First Station! It wi pay you to investigate! Write, wire, or telephone WAAT Executive Offices, Hotel Douglas, Newark, New Jersey

2nd Largest Audience Between 12 noon and 6 P. M. In America's 4th Largest Market

WABC	*18%*
WAAT	*13%*
STATION C	*11%*
STATION D	*10%*
STATION E	*10%*
STATION F	*8%*
STATION G	*5%*
STATION H	*4%*
STATION I	*4%*
STATION J	*3%*

BUY BONDS WITH WHAT YOU SAVE

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Do you realize this market contains over 3½ million people; more than these 14 cities combined—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne

★ TEN THOUSAND WATTS ON 1010 KC.* ★ CLEAR CHANNEL ★ NEW RCA 10E TRANSMITTER ★ THE ONLY COLUMBIA STATION IN ARKANSAS ✶ THE ARKANSAS STATION WITH THE GREATEST COVERAGE AND POWER

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Represented Nationally by the
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✻ 5000 WATTS AT NIGHT

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

J. DUDLEY SAUMENIG

SALES MANAGER, WIS, COLUMBIA

1918	U. S. Navy
1920	Goodyear Tire & Rubber Company
1923	Vice President, Turner Music Stores of Florida. Manager, St. Petersburg store
1927	Manager, WSUN, St. Petersburg, Fla.
1929	Columbia Phonograph Company, Transcription and Record Division
1932	Manager, WNOX, Knoxville, Tennessee
1936	Manager, WCSC, Charleston, S. C.
1938	Sales Manager, WIS, Columbia, S. C.
1942	Chairman Sales Manager's Division, 4th District, NAB.

SUCCESSFUL men in any field are usually versatile. Such a man is Dud Saumenig. An Episcopal parson's son, he early acquired a taste for music in the church choir and has been the bass main-stay for many an NAB convention quartet. Golfing is another hobby . . . and he's something of a bridge expert. But most of all Dud has lived for radio, and knows it like the palm of his hand. His surveys and marketing maps are famous. They're trumps dealt by an expert who does much to make his station a leader in the South.

Have you ever considered that the very selfsame management, or sales personality, that would assure the success of a station in Rochester, say, might mean its *ruination,* say, in Virginia or Nevada? Well, it's a fact—and it's proof that you can't buy *any* station just on the promise of power, or location, or kilocycles. It's *management* that makes the station.

Here at F&P, one of our biggest jobs is to know about the management of the various stations in all the markets we help serve. Knowing those facts, we are in an ideal position to help you choose your stations effectively. Are you availing yourself fully of the information we have for you, here in this group of pioneer radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

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WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
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WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
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SAN FRANCISCO: *111 Sutter* Sutter 4353

HOLLYWOOD: *1512 N. Gordon* Gladstone 3949

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BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 21 WASHINGTON, D. C., MAY 24, 1943 $5.00 A YEAR—15c A COPY

Senate to Open Probe on Radio Legislation

Industry United As Full Committee Is Called

A LAST-DITCH effort to offset the sweeping Supreme Court decision in the network cases through legislation designed to break the FCC's newly-sanctioned stranglehold on radio will be undertaken by a virtually united industry with the opening of hearings tomorrow (Tuesday) by the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814).

Following sessions in Washington all last week which saw no disposition on the part of the FCC to postpone the June 14 effective date of the chain regulations, plans were completed for presentation of an industry case supporting the White-Wheeler Bill, with modifications geared directly toward closing up the gaps afforded by the Supreme Court ruling, and to define clearly the Congressional intent as to the limit of the FCC's regulatory functions.

The NAB Legislative Committee, after an all-day meeting in Washington last Wednesday, held that new legislation "is the only hope of free radio in America".

Full Committee

Seen as particularly significant was the action of Chairman Wheeler (D-Mont.) substituting the full Interstate Commerce Committee of 22 men for the hearings, in lieu of a five-man subcommittee named early in the session to consider the White-Wheeler Bill. Action was taken because of the widespread interest on the Committee in the legislation and the impetus given the whole subject by the far-reaching Supreme Court opinion of May 10, upholding the FCC's right to regulate contractual relations between networks and affiliated stations and also inferring broad powers covering all aspects of radio to the Commission.

The hearings are expected to run at least two weeks. Among the witnesses definitely slated to appear are Neville Miller, NAB president; William S. Paley, CBS president; Niles Trammell, president of NBC and chairman of the board of the BLUE. Whether Mark Woods, BLUE president, or Miller McClintock, MBS president, would appear was not clear last week. It was thought MBS would make no appearance unless the trend of the testimony by the competitive networks made offsetting testimony desirable. Mutual sided with the FCC in the litigation.

Feeling was high in the industry as the impact of the Supreme Court's opinion was felt. No petitions had been filed with the Commission seeking postponement of the regulations. A delay is still expected, either through Commission action on its own motion, as a result of Congressional suggestion, or by formal petition of any of the parties. Chairman James Lawrence Fly, however, stated last Monday he thought there was no reason for postponement and that he would not condone "dilatory tactics".

After the case in favor of legislation along lines of the White-Wheeler bill is presented, it is presumed Commission witnesses will appear, led by Chairman Fly. He has opposed new legislation on all counts and had denounced the Sanders Bill in the House last session as untimely and unnecessary.

Many of the features of the Sanders Bill, which encompass suggestions of the Federal Communications Bar Assn., are incorporated in the White-Wheeler measure to reorganize the FCC into two autonomous divisions and with clear-cut language as to the scope and extent of the Commission's powers. One three-man division would handle all matters relating to broadcasting and the other only those having to do with common carriers. The chairman would be the executive officer.

Hearings on the White-Wheeler Bill (S-814) begin tomorrow (Tuesday, May 25) before the 22-man full Senate Interstate Commerce Committee, in the Caucus Room, Senate Office Building, at 10:30 a.m.

NAB Board Meeting

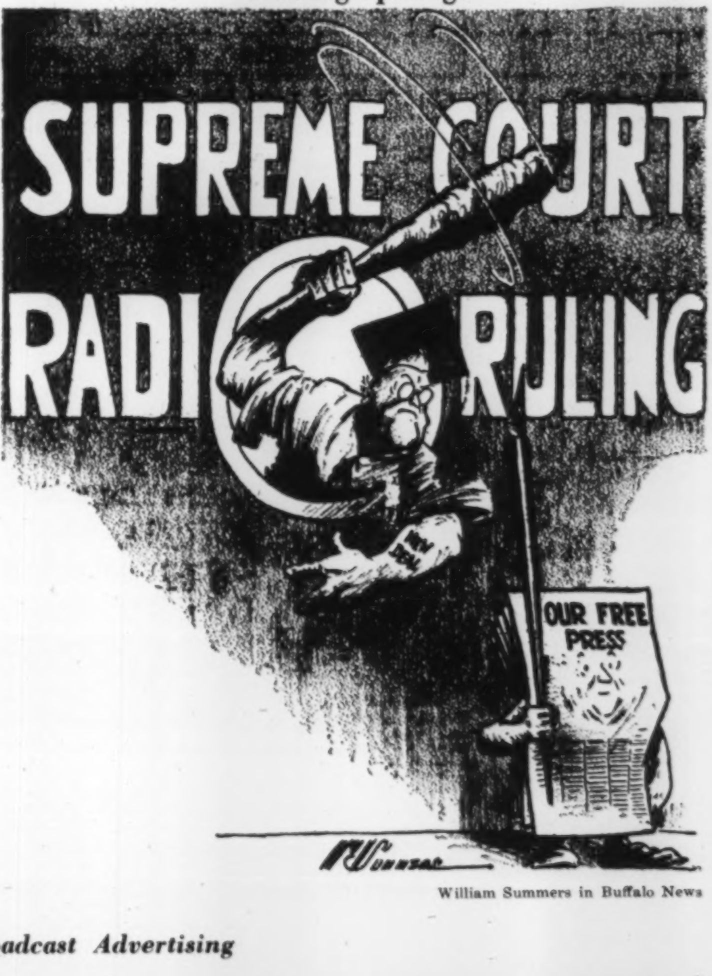
Indicating the widespread industry interest was the action of Mr. Miller in serving notice on the NAB board to be prepared for a meeting in Washington early next month. Tentatively, it is expected the 26-man board will meet in Washington June 2 or 3. NBC, CBS and BLUE called meetings of advisory committees.

Members of the Interstate Commerce Committee are (Democrats): Chairman Wheeler; Smith, of South Carolina; Wagner, of New York; Barkley, of Kentucky; Bone, of Washington; Truman, of Missouri; Andrews, of Florida; Johnson, of Colorado; Hill, of Alabama; Stewart, of Tennessee; Clark, of Idaho; Tunnell, of Delaware; and McFarland, of Arizona. Republicans are: White, of Maine; Austin, of Vermont; Shipstead, of Minnesota; Tobey, of New Hampshire; Reed, of Kansas; Gurney, of South Dakota; Brooks, of Illinois; Hawkes, of New Jersey; and Moore, of Oklahoma.

The NAB Legislative Committee, which will keep constant watch on the legislative hearings, comprises Mr. Miller, chairman; Don S. Elias, WWNC, Asheville; Clair R. McCullough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC Washington vice-president; and Joseph H. Ream, CBS vice-president and secretary.

While the five-man Senate subcommittee was designated to conduct the hearings, it was announced last Thursday that Chairman Wheeler had asked the full committee to participate because of the interest expressed by committee members in the proceedings and

That Big Opening!



William Summers in Buffalo News

because of the added importance given the whole subject by the sweeping Supreme Court decision in the network cases. Members of the subcommittee, in addition to Chairman Wheeler and Senator White, are Hill (D-Ala.); Clark (D-Idaho) and Austin (R-Vt.).

Though there was no formal agenda, it was evident that industry spokesmen, rather than the FCC, would appear first. The hearings will be in the Caucus Room, auditorium in the Senate Office Bldg.

Tentatively slated to appear first will be the Federal Communications Bar Assn., original sponsor of the Sanders Bill in the House last session, some of the terms of which were incorporated in the White-Wheeler measure. Herbert M. Bingham, chairman of the association's legislative committee and special counsel for the Petrillo Investigation Subcommittee of the Senate, will be the association spokesman, with the opening statement by Horace L Lohnes, president of FCBA.

Press-Radio Group

Mr. Miller will be chief spokesman for the NAB and probably will be followed by Messrs. Trammell and Paley. Whether President Miller McClintock, of Mutual, will appear was not certain last weekend

Also expected to offer testimony in favor of restrictive legislation is the Newspaper-Radio Committee, which has opposed proposed FCC regulations designed to force divorcement of newspapers from station ownership. Harold V. Hough, WBAP-KGKO, Fort Worth, has called a meeting in New York May 31 of the steering committee of this group. It will then be decided whether the committee will merely submit a written brief or authorize a personal appearance in its behalf. Sydney M. Kaye, of New York, is the committee's counsel.

The FCC's principal case, probably in opposition to legislation at this time, will be presented by Chairman Fly. His appearance, however, has not been definitely scheduled. The minority viewpoint on the FCC, in favor of legislation for clearcut instructions from Congress, may be presented both by Commissioners T. A. M. Craven and Norman S. Case, who have constituted a consistent minority and who signed a minority report on the chain-monopoly regulations when originally issued May 2, 1941.

The NAB Legislative Committee, at its meeting in Washington last Wednesday, considered proposals regarding suggested amendments to the White-Wheeler bill as drawn, designed to clarify the limits of the FCC's functions. Broad new authorities granted the Commission by inference in the Supreme Court's opinion would be restricted under these proposals, to come within the Congressional purview. All business and contractual relations of broadcasters would be excluded, along with control or influence over programs. Carefully guarded would be the "no censorship" requirement of the statute.

At the all-day session, in which Messrs. Trammell, Paley and Kesten participated during lunch, it was agreed that a militant campaign in favor of new legislation should be embarked upon. Following the session, the committee issued its strongly-worded statement citing the Supreme Court decision as giving the FCC "broad and fantastic powers."

President Miller, following the meeting, notified the 26-man board of the NAB that a meeting would be called in Washington about June 1 and to prepare for the session. He cited the great importance of the pending legislation and the need for expeditious action.

Also acting speedily, three of the four major networks called meetings of their advisory affiliate committees for Washington within the next fortnight. Both NBC and CBS have called their affiliate advisory committees for sessions in Washington today (May 24). BLUE had called its committee together for June 2 in New York. MBS said last weekend it had no present plans.

Messrs. Trammell and Paley were in Washington practically all last week and conferred not only with Chairman Fly, separately, but also with Senators White and Wheeler. Messrs. Kesten and Ream, as well as several other network officials, were in town earlier in the

(*Continued on page 48*)

U. S. Coal Discs Must Be Sponsored

Interior Department to Provide Programs For Fuel Men

TRANSCRIPTIONS to be used only on a commercially sponsored basis on local stations have been prepared by the Radio Section of the Interior Dept. in connection with the Order Coal Now campaign. The discs are being supplied free to coal dealers all over the country. Shipped express last week, they are now in the hands of coal dealers in about 300 localities.

Tied to the OWI national campaign, which began early this month to urge summer coal orders through thousands of free radio spots, the discs have been made available to help with local coal advertising campaigns. Messages do a direct selling job, emphasizing the coal dealer's role in the war effort, with provision for local commercial announcements.

Not for Sustaining

On the label of each record is a special notice: "These programs are NOT to be used on sustaining programs but are for the exclusive use of commercial programs presented by local dealers or coal dealers' associations." The original message from H. A. Gray, Deputy Solid Fuels Administrator for War, mailed to dealers to inform them of the free discs, stated they are separate from OWI's transcriptions, distributed to 850 stations. "The OWI radio material is being used by stations without charge as a patriotic contribution," the message stated. "In view of the contribution of free time which the radio industry is making toward the Order Coal Now campaign," wrote Mr. Gray, "we have a distinct understanding with OWI that free time will not be requested for the records offered to the industry by this circular . . . we cannot expect radio and OWI to keep the campaign on the air continuously this summer, and with this in view, we believe the recordings described here will take up when the OWI schedule pauses in mid-June . . ."

No Description

The letter accompanying the transcriptions suggests that dealers get in touch with their local radio stations and have the records played so they can make a selection to fit their needs. No description of the transcribed material is given. Therefore, to find out what the programs consist of, dealers are e pected to contact their local s tions.

Consisting of three 16-inch di the program material includes a nouncements, music and drama programs. First transcription c ries 20 45-second dramatized sp Second carries three four-min dramatic programs and one 12 minute musical program, *Pirates Penzance*. Two 12½-minute m shows, *Spanish American Festi* and *Old-Time Music Festival*, transcribed on the third disc.

"The radio industry is doing outstanding war service in helpi to stimulate public cooperati with the Government's efforts to people to order their coal now store it as it can be made availa to them this summer," said Gray.

"The adequacy of the Nati coal supply for next winter will pend in large part upon the succ of the 'Order Coal Now' campaig in which the radio industry is operating heartily.

"The effectiveness of the help the radio industry was clea demonstrated in a similar campaig last summer. The success of th campaign was a major contrib tion to the adequacy of last winte fuel supply.

"I want to thank the radio s tions and networks for their f cooperation in helping to meet th coal problem."

NAB LEGISLATIVE STAND

FOLLOWING is the full text of the statement issued by the NAB Legislative Committee, after its all-day meeting in Washington May 19:

"The Supreme Court decision of May 10 places broad and fantastic powers in the hands of the FCC.

"The decision hands over to the Commission complete control of broadcasting. This Government agency now has the power, whenever it wishes, to determine what the American people shall and shall not hear, whether it be news, music, drama, comedy or political broadcasts. The world's last remaining system of free radio has been brought under complete Government domination by this decision, a condition which previously has been bitterly deplored by the people and the press of the United States.

"This result, astonishing to the radio industry and the public alike, emerged from a case purportedly concerned only with the power of the Commission to regulate contracts between stations and networks.

"The decision went far beyond these issues and constituted an hitherto unsuspected interpretation of 'public interest, convenience and necessity' by the majority of the court, with strong minority dissent. New legislation is the only hope of free radio in America."

Churchill 27.1 Rating

PRIME MINISTER Winst Churchill attained a rating of 2 for his four-network address Congress May 19, according to survey made by C. E. Hooper In and released by CBS. Figure proaches the rating for Preside Roosevelt's Congressional mess Jan. 7, reported at 27.7, or an es mated 14,290,200 listeners. Churchill's listeners were estim at 14,045,000.

Meservey a Major

DOUGLAS W. MESERVEY, for er assistant chief of the OW Radio Bureau, last Friday w commissioned a major in the Ar of the Uni States and ports to the Mi tary Govern School at Ch lottesville, V today (May 24 He left OW April 17, after months of G ernment servi He joined OW on leave of a sence from NBC, where he was sistant to Bertha Brainard, ager of the network's program talent sales department. At Cha lottesville, Maj. Meservey will j Maj. James C. Hanrahan, exec tive vice-president of the Scripp Howard Radio Stations and WMP Memphis, who reported to th School on May 14.

Mr. Meservey

ASCAP Asks Cut From Spot Revenue

Per Program Use Held Violating Agreement

BROADCASTERS who have taken out per program rather than blanket licenses for the use of ASCAP music were notified last week that programs of ASCAP music preceded or followed by spot announcements are commercial programs under the terms of the licenses and that the stations must pay ASCAP a percentage of the revenue from such announcements in accordance with the licenses provisions.

Explaining that after more than a year's experience in checking station logs and accountings ASCAP has found "certain practices which are contrary to the language and spirit of the agreement," the letter states that "many stations are not accounting properly due to a misunderstanding as to what constitutes a sustaining and what constitutes a commercial program.

Amenable to Percentage

"For example," the letter continues, "a musical program containing compositions in the Society's repertoire which is preceded or followed by a spot announcement is a commercial program under the local station program commercial license. The income from such spot announcements whether they precede or follow the musical program is amenable to percentage under a local station program commercial license.

"There should be no misunderstanding on this point because this question was discussed in detail time and again at meetings of the broadcasting industry all over the United States and the interpretation of the contract in connection with this type of income was made perfectly clear and the Society's position was reiterated over and over at each of these meetings.

"The only exceptions or modifications of this understanding were contained in a letter sent to all broadcasters by the Independent Broadcasters, Inc., subsequently called Network Affiliates Inc., under date of October 17, 1941, in the contents of which letter ASCAP advised the stations it concurred. In that letter an exception was made for spot announcements between completed programs at 'station breaks.' We understood that this exception would cover only such announcements as Bulova, Longine, and weather reports (when permitted) and similar announcements."

NAB Opposed

Despite ASCAP's claim that there should be no misunderstanding on this point, there is bound to be, since the NAB only last month issued to its members with ASCAP per program contracts a special music bulletin [BROADCASTING, April 12] stating that "There is no basis for asking for compensation with respect to contiguous programs which do not use ASCAP music," and also declaring that both "the consent decree signed by ASCAP and ASCAP's per program licenses are clear on this point."

Citing the same type of example as that used by ASCAP, the NAB *Bulletin* said: "If a station presents a five-minute newscast, followed by a sustaining program of ASCAP music, ASCAP is entitled only to the sustaining fee on the ASCAP musical program. . . . The local station program commercial license issued by ASCAP specifically provides that compensation shall be paid only on local commercial programs which utilize ASCAP music, and local commercial programs are defined to mean a local program in connection with which a sponsor pays for the use of the broadcasting facilities of the station, including participating programs."

Subject of participating programs is also raised in the ASCAP letter, which states "The entire income from so-called 'participating' programs, no matter the duration thereof, where such programs contain compositions in the Society's repertoire is amenable to percentage under our license. However, there is one exception and only one. If there is included in such 'participating' program a complete fifteen minute news broadcast which is sponsored, the income from such newscast need not be accounted for. This exception was provided for in the said Independent Broadcasters, Inc., letter."

Paine Had Agreed

On this point, the *NAB Bulletin* quotes from a letter written by the NAB to ASCAP and "approved in substance by Mr. Paine" (John G. Paine, ASCAP general manager), which states that if a participating program containing music, news, etc., is "listed, announced and billed as one program, the station is obligated to pay ASCAP on the entire program.

"If, however," the NAB letter continued, "this program is broken down into a number of separate programs, for instance, with a news period segregated from the portion of the program which uses ASCAP music and the portion of the program which uses ASCAP music segregated from the portion of the program which uses BMI, P.D. and other music, so that there will be a number of separate programs instead of one program, a substantial saving may result to the station, and this should be considered by all stations."

The ASCAP letter, dated May 18 and signed by Mr. Paine, points out that ASCAP has cleared music for broadcasting by the military and other government agencies, but that such clearances were for sustaining purposes only.

"Accordingly, when such broadcast is used other than as a sustaining program it is not cleared through the Governmental agency furnishing the program, but is a regular station broadcast and should be treated accordingly."

Letter continues that "the reduced amount of logging information which we agreed with the Independent Broadcasters Inc. to accept, is not proving satisfactory, and as matters now stand it would appear that the information required to be furnished under the contract as originally drawn is in fact the absolute minimum we need. However, the Society in its desire to cooperate with the radio industry did agree to accept a substantial reduction in the information required to be furnished.

"Certainly this cooperation on our part should elicit cooperation on your part and the Society should not be expected to accept less information from stations when, in fact, it needs more. We must insist that all logging reports must conform completely and in all detail to the agreement as interpreted by the said IBI letter."

ADMIRING the Henry Hadley Medal awarded to Deems Taylor (right), ASCAP president and CBS music commentator on the Philharmonic Symphony broadcasts are Mrs. Henry Hadley, wife of the late founder of the National Assn. for American Composers and Conductors, which confers the medal; and Gene Buck, composer, and member of the board of directors of ASCAP, who received the award in a previous year.

Early Appeal to Labor Board Is Seen in AFM Disc Strike

WAR LABOR Board intervention in the recording strike was foreseen last week after the abrupt break in negotiations between AFM and transcription manufacturers because of the "secondary boycott" proposal of AFM President James C. Petrillo.

While formal action will await a meeting of the transcribers in New York Tuesday or Wednesday, it was openly predicted that no other course of action appeared open and that every effort to reach an accord with the union head had failed. A. Walter Socolow, New York attorney designated to explore the whole subject of legal remedy, was in Washington last week but made no comments pending a report to the transcribers and their legal counsel.

'Business Suicide'

The last Petrillo proposal—that transcription companies agree to withhold their recordings from any station cited as unfair by AFM—was refused as "business suicide" as well as "doubtful legality". This proposal, it was felt, would give AFM the same sort of stranglehold over independent stations that it has over network affiliates, permitting Petrillo to "pull the plug" whenever he concluded a particular station was "unfair" by failing to accede to union demands in the hiring of staff musicians or for almost any other reason.

The recording strike, which began, Aug. 1, has been decried by officials in public life as well as in the industries affected. The Senate Interstate Commerce Subcommittee, headed by Senator Clark (D-Idaho), which has been marking time on its inquiry into AFM pending the negotiations, now may resume its hearings. Senator Clark said last Friday, however, he would await the decision of the transcribers regarding an appeal to the Labor Board, and the views of the NAB on resumption of the hearings which terminated last January after appearances by Petrillo and Joseph A. Padway, AFM general counsel.

Also in Washington last week, in connection with the AFM situation as well as other matters, was Sydney M. Kaye, chief counsel for NAB on music activities. The NAB consistently has urged the transcribers to appeal to the Labor Board, particularly in the light of the Federal court decision in Chicago last fall holding the Petrillo ban a "labor dispute".

Rejection of the Petrillo boycott proposal constituted the second time an AFM proposed plan of settlement had been rejected. The first, in mid-February, provided for a tax on each recording to be paid by the recorders for purported "unemployment relief". This would have been in addition to the regular union scale (highest in the field) paid AFM members for recording engagements. Both record manufacturers and the transcription companies rejected the first proposal. The record manufacturers previously had broken off negotiations, concluding they were futile.

Supreme Court Grants KOA Hearing Right

Allocations Given Protection by 4-2 Ruling

INTEGRITY of existing broadcast allocations was preserved in large measure by the Supreme Court last Monday in a decision preventing the FCC from modifying coverage or service of stations without prior hearing and with the burden of proof on the applicant.

The 4-2 ruling against the FCC came in the KOA-WHDH case, with the court upholding the conclusion of the Court of Appeals for the District of Columbia that the clear channel Denver station had been denied hearing and the right to intervene in the FCC proceedings, which resulted in the breakdown of 850 kc. as a Class I-A channel and the assignment of WHDH, Boston, to fulltime on that frequency.

Upholds Hearing Right

In essence, the highest court's opinion means that the FCC cannot authorize new station assignments which tend to modify the service of existing stations without according full right of hearing from the beginning. The burden of proof thus is placed on the applicant station. The end result, according to legal observers, may be the same but the FCC cannot grant applications without the participation of those stations which might be adversely affected.

The lower court, by a 4-2 split, and in five separate opinions, reversed the FCC and remanded the case for further hearing. The Commission then appealed on certiorari to the Supreme Court. The case is regarded as of importance because it makes hearings mandatory in all cases regarding modification of license where interference of any substantial character is involved.

The ruling in the KOA case came a week following the Supreme Court's momentous decision in the network cases upholding the FCC's right to issue regulations controlling contractual relations between affiliated stations and the networks. The two cases, however, did not overlap.

FCC Chairman James Lawrence Fly stated following the court opinion, that he assumed the case promptly would come back to the FCC for hearing, so that NBC could become a party. He said he was not attempting to interpret the decision because he hadn't studied it. He added it was his understanding that the substance of the decision went only to the matter of hearing.

WINS KOA FIGHT

MR. HENNESSEY

The Commission was given broad authority over business aspects of broadcasting in the May 10 opinion. In the May 17 ruling its authority to allocate facilities without regard to interference, however small, which might result to existing stations, was restricted with full hearing rights accorded existing stations which would be adversely affected.

The majority opinion in the KOA case was written by Associate Justice Roberts and concurred in by Chief Justice Stone and Associate Justices Reed and Jackson. A strong overall dissent was handed down by Associate Justice Frankfurter, supporting the FCC's position throughout. Associate Justice Douglas concurred in the Frankfurter dissent but submitted a brief written opinion of his own on other aspects.

Associate Justices Black, Murphy and Rutledge did not participate, the latter because he was a member of the lower court and wrote the majority opinion of that tribunal in the case. Associate Justice Black did not participate presumably because his brother-in-law, C. J. Durr, is a member of the FCC. Associate Justice Murphy was absent at the time of the argument due to illness.

Under the court's ruling, WHDH, BLUE Network outlet in Boston, could be required to return to its daytime assignment on 850 kc. No stay order, however, has been pressed by NBC, as licensee of KOA. Similarly, the FCC has authorized the removal of WJW, Akron, to Cleveland, with assignment on the same channel, resulting in further breakdown as a 1-A clear. Whether NBC will press for clearing of the channel and its return to 1-A classification was not indicated last week. Presumably nothing will be done until the court's mandate comes down in 25 days, or about June 11. The FCC, through the Solicitor General, also, if it chooses, can petition for rehearing, though such grants are rare.

Full text of majority opinion in FCC vs. NBC Inc. (KOA), page 20. Abstract of dissenting opinion of Justice Frankfurter, page 22. Text of Douglas dissent, page 24.

The case was argued before the court April 8 by Philip J. Hennessey Jr., member of the law firm of Segal, Smith & Hennessey, for NBC-KOA, and by Paul A. Freund, special assistant to the Attorney General, for the FCC. It was regarded as a significant victory for radio.

Both the lower court and the Supreme Court were divided on the issue. In the lower court, there were five separate opinions by six judges. In the highest court, with only six judges sitting, there were three separate opinions.

Procedural Questions

Justice Roberts, in the majority opinion, recited that the case presented important questions of procedure arising under the radio provisions of the Communications Act. After reviewing the history of the KOA case from its inception in 1938, he pointed out that the Commission granted WHDH authority to operate fulltime in lieu of daytime with 5,000 watts on the KOA clear channel, on April 7, 194 NBC, in KOA's behalf, then appealed to the lower court, which concluded that the Commission's action effected a modification of KOA's license and that consequently it was entitled to participate in the proceedings.

The FCC contended that grant of the WHDH application did not amount to a substantial modification of KOA's license or affect its rights in such fashion as to require KOA to be permitted to intervene, and that KOA was not denied any substantial right of participation, since it did appear at oral

(Continued on page 50)

Several Replacement Programs Ready To Fill Gaps Slated for the Summer

WHILE a number of network advertisers were still indefinite last week [BROADCASTING, May 17] as to the status of their programs for the summer months, new replacements have been set up, and several periods appear to be slated to be abandoned by their regular sponsors until the fall.

General Foods Corp., which last year continued *Maxwell House Coffee Time* on NBC under a new format with a change of product throughout the summer, will be off the air from July 8 to Aug. 26, with no replacement, and definitely discontinue *Aldrich Family* for the July 8 to 29 period, with no replacement planned.

Kraft Cheese Co. has decided on a hiatus for *The Great Gildersleeve* from July 4 to Aug. 22, and has not indicated plans for a substitute. Gracie Fields will give her last broadcast for the summer on the BLUE for American Cigarette & Cigar Co., June 9, but replacement plans are still under discussion.

On the positive side Brown & Williamson Tobacco Co. is replacing *Red Skelton* on NBC, Tuesday, 10:30-11 p.m., with a former NBC show titled *Beat the Band*. Summer series, which starts June 15, will feature Hildegarde, nightclub chanteuse, as both m.c. and singer, with Bob Grant's orchestra supplying the music. Parker Gibbs will direct, show originating in New York. Agency is Russel M. Seeds Co., Chicago.

Dinah Shore, singer, and Paul Whitman, band leader, and BLUE director of music, are definitely set for Standard Brands summer substitute for the current NBC *Chase & Sanborn Hour*. First guest artist will be Eddie Cantor, May 30. Agency is J. Walter Thompson Co., New York.

New England Plan

From the New England Regional Network, J. B. Williams Co., Glastonbury, Conn., will take its current program *Adventures of Nero Wolf*, based on Rex Stout's mysteries of the same name, and place it in the BLUE period currently occupied by the company's *True or False* which will be off from June 28 to sometime in September. Firm is filling the resulting vacancy on NERN with a comedy program titled *Circus Saints or Sinners*. Agency is J. Walter Thompson Co., New York.

The Ransom Sherman program sponsored on CBS by Roma Wine Co. will be completely revamped effective June 3. New show will feature Mary Astor, Charles Ruggles, and Mischa Auer, actors, with only Carlos Ramirez, Latin singer, and Lud Gluskin's orchestra and chorus remaining from the current series. Program, heard Thursday, 8-8:30 p.m., will switch from comedy to variety. Agency is McCann-Erickson, San Francisco.

XUM

Health TONIC
ABC REMEDIES
CPM

"WE'LL BUY IF YOU USE W-H-O!"

● Thanks to a Survey made by the Iowa Pharmaceutical Assn., you now have confirmation of what merchandising help your Iowa druggists, *themselves,* say they want.

They want W-H-O!

The Association itself made the Survey early in 1943. They asked members: "What state-wide advertising medium helps to sell the most goods for you?"

Replies were received from every county in Iowa. When tabulated, the score stood as follows:

87.4% said *Radio*
7.8% said *Large Newspapers*
4.5% said *Farm Papers*
0.3% said *Billboards*

Among those druggists who mentioned *any particular station,* the score stood as follows:

WHO	65.1%
Station B	13.7%
Station C	3.6%

(No other station received more than 3% of votes.)

We thought these figures might help you make your 1943 radio plans in Iowa. The complete Survey will be gladly sent on request. Or ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Time Inc. News On Atlantic Coast Net

Nightly Summary Planned To Fill News Schedule

TIME Inc., publisher of *Time*, *Life* and *Fortune*, which last year began experimenting with radio programming in cooperation with WQXR, New York, last week concluded an agreement whereby *Time Views the News*, nightly quarter-hour news summary, will be heard over the Atlantic Coast Network, regional hook-up extending from Boston to Washington.

Westbrook Van Voorhis, voice of *The March of Time* on both the air and the screen, is featured in the newscasts compiled from reports from *Time* correspondents around the world. Series will be sent to Washington beginning May 24 and available to the full ACN hook-up May 31.

Other Plans

Announcing this *Time* arrangement as the first step in the network's expanded program plans, Edward Codel, ACN general manager, stated that on May 29 ACN will start a Saturday afternoon program series to be produced by the United States Engineers from Fort Belvoir, Va., featuring soldier talent and a military band, and that ACN is also adding three New York and one Washington dance band remote pickups to its musical schedules.

Negotiations are under way for an early morning commentary series from Washington, Mr. Codel said, which with the new *Time* evening news programs would round out the network's news schedule which also includes the noontime Washington reports of Mrs. Van Wagner Tufty, Johannes Steel's early evening newscasts from New York, late evening news from London, and Richard Eaton's weekly broadcast from Washington.

Invasion?

ALLIED INVASION of Europe may take place anytime between May 25 of this year and the spring of 1944, according to the diverse opinions of members of NBC's International Division. Joining in a pool, which will "pay off" when the first wave of United Nations forces lands on the Continent, writer-announcers in the Italian section named May 25, while the German-speaking representative foresees no action till next spring. Two French news analysts have placed their bets on June 22, an English writer has selected July 4, and a Turkish broadcaster names Aug. 7.

Joe Lopez Heads WEAN; Women Assistant Named

MANAGERSHIP of WEAN, Providence, has been added to the duties of Joe Lopez, Bridgeport, where he is manager of WICC. The announcement came from John Shepard 3rd, general manager of the Yankee Network, on May 18.

Mr. Lopez takes over position vacated when Malcolm Parker was inducted into the Army. Rose Powers has been appointed assistant station manager of WEAN, and Florence Ballou has been made assistant station manager at WICC.

American Express Show

AMERICAN EXPRESS Co., New York, will promote the use of its travelers checks on a twice-weekly program on WQXR, New York, titled *American Express Cavalcade of Music*, effective May 24. Aired Monday and Wednesday 9:30-9:55 p.m., the broadcasts will present recorded comedy and show music. Further radio advertising plans are not yet set. Firm used several small stations in the New York area about this time last year to promote use of American Express drafts among listeners sending money to relatives in Great Britain. Caplese Co., New York, handles the account.

MEETING IN CINCINNATI to settle problems arising from OWI regional activities, representatives of stations in Michigan, Ohio, West Virginia, Kentucky and Indiana were promised that the Government would place increasing reliance on chain break announcements. At a cocktail party given by WLW following the session are (l to r), William M. Thompson, field representative for OWI; James D. Shouse, Crosley vice-president in charge of broadcasting, WLW-WSAI; Katherine Fox, coordinator of war activities, and public service director for WLW-WSAU, and William Spire, chief of the Allocations Division for the OWI Radio Bureau, Washington.

Religious Group Offers Awar In Promoting Understandin

A THIRD annual award for radio programs was established last week when the National Conference of Christians & Jews announced that it would give Awards of Distinguished Merit for programs in several fields, which make outstanding contributions "to an understanding of the American tradition of fair play, respect for religious differences, and the concept of harmonious collaboration among Americans of all faiths."

The new award will take its place as an annual event beside the previously established Peabody Awards and the DuPont Award for public service.

Explaining that it is aware of the importance of radio in the promotion of its objective, the Conference said "we should like to give public recognition to the individuals and programs in radio that contribute to a wider understanding our American heritage."

Awards will be given to pr grams in several fields: straig dramatization, public addre children's programs, musical pr grams, women's programs, seria and special events. Presentati will be made during Brotherho Week which is marked the week Washington's birthday.

Stations and members of the i dustry have been invited to subm nominations during the course the year for consideration of th Board of Judges.

The National Conference Christians and Jews was esta lished 15 years ago "to prom justice, amity, understanding a cooperation among Protestan Catholics and Jews in the Unit States, and to analyze, modera and finally eliminate intergro prejudices."

WMC Hiring Rules Face New Revision

FURTHER relaxation of War Manpower Commission restrictions on transfers of workers was predicted last week as WMC Chief Paul V. McNutt completed amendments to his hiring controls, issued under the President's "Hold-The-Line Order," to prevent movement of workers for higher pay.

The new McNutt regulations would allow free movement of workers whose wages were less than the "going rate" for that particular job in that area. In essence the revision parallels the freedom recently granted the War Labor Board, which is again authorized to approve wage raises in "inequity" cases.

Uses WLB Definition

Adopting the WLB definition of inequity, the WMC proposes to allow workers in such instances to take new jobs, without the necessity of proving that the transfer is in the interest of the war effort. Although the amendment has not been completed, it is being rushed through and will probably appear this week.

In addition to revisions of the hiring controls, the WMC last week set up machinery to handle appeals from both employers and workers who have been refused statements of availability or the right to hire. The machinery works cases through the local level, with appeals right up to WMC Chief McNutt.

A study of a national 48-hour week has been underway at the WMC for several weeks. Decision on the matter has been reserved, officials say, because there is some doubt whether there could be any great labor saving, since most industry already works 48 hours.

IRA MARION, of the BLUE script division, is collecting material on women flyers in the armed forces for his forthcoming book, *Flying Sweethearts*.

Butcher a Commande After African Victor

PROMOTION of Lt. Com. Har C. Butcher, former CBS vice-pre dent, and Naval aide to Ge Dwight D. Eisenhower, to rank full commander was reported Washington last week, effectiv early in May.

Com. Butcher, a Naval reserv prior to Pearl Harbor, initially w called to active duty in the Nav Department in June, 1942, in th office of the Director of Naval Co munications. Subsequently, he w sent to London as aide to Ge Eisenhower, as commanding ge eral of our forces there, and we to North Africa with him with th launching of the campaign the last fall. Com. Butcher returned the United States last March on official mission for Gen. Eise hower. His promotion, a "sp elevation in rank, was understo to have been upon recommendati of Gen. Eisenhower.

CAB to Meet

DISCUSSION of an appearan before the 1943 Parliamenta Committee on Broadcasting, whi is expected to start its sittings Ottawa early this summer, w be a major item on the agenda the meeting of the board of dire tors of the Canadian Assn. Broadcasters at Toronto May 24-2 The agenda is also expected to i clude a report on the latest Can dian manpower regulations as th affect broadcasting.

Krelstein Permanent

NEW general manager of WMP Memphis, is Harold R. Krelste whose permanent appointment h been announced by Jack Howa president of the Memphis Broa casting Co. Mr. Krelstein join WMPS in 1939 as salesman a became commercial manager 1940. Before coming to WMPS h was a salesman for transcri radio shows.

75 Quarter Hours of News Broadcasts and Commentaries Sponsored Weekly

NOWADAYS the Public demands—above all things—News. WSIX is currently running a total of 75 quarter hours of sponsored news broadcasts and commentaries per week.

Through its policy of giving the Public what it wants, WSIX, "the Voice of Nashville," has built a tremendous audience for all its advertisers.

For rate card, coverage data and availabilities, contact the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Baudino Is Named Manager of KDKA

Rock Entering Marine Corps; Myer Succeeds Baudino

WITH THE departure of James B. Rock, general manager of KDKA, Pittsburgh, to accept a commission in the Marine Corps, appointment of Joseph E. Baudino, assistant to the general manager of Westinghouse Radio Stations, as his successor, was announced last Friday by Lee B. Wailes, WRS general manager.

Mr. Rock began his leave effective today (May 24) but has not yet been sworn in. An engineer, it is expected that he will be assigned to the communications division of the Marine Corps about June 1.

Myer Promoted

Simultaneously, Mr. Wailes announced promotion of Dwight A. Myer, KDKA chief engineer, as Mr. Baudino's successor in Philadelphia. Theodore C. Kenney, assistant chief engineer of KDKA, is advanced to Mr. Myer's position. The three promotions followed closely the recent promotion of W. B. McGill, KDKA sales manager, to general advertising manager of Westinghouse stations in Philadelphia; departure of John S. deRussy from Pittsburgh as KDKA sales manager to the same post at KYW, Philadelphia; and appointment of Frank V. Webb, former assistant sales manager of WRS in Philadelphia, to the Pittsburgh post.

Mr. Baudino

Mr. Myer

Mr. Rock's Marine Corps status has not been announced and won't be until he is sworn in. He leaves KDKA after 2½ years as its manager. Prior to that he was at Philadelphia headquarters as assistant to the manager in charge of technical operations. He joined Westinghouse in 1927 and spent two years as an engineer at KDKA and KYW, then in Chicago. After five years with RCA, Mr. Rock rejoined Westinghouse in 1937 as assistant manager of the radio division. He is a native of Milwaukee and a graduate of Illinois U. in 1923. The Rocks have two children, Stephen Clark, 2½, and Janet Foote, 1.

Mr. Baudino, also an Illinois U. graduate in 1927, has been with Westinghouse since that time. In 1931 he was chief engineer of WBZ, Boston, but returned to KDKA in 1936. He supervised the installation of the 50 kw. transmitters and studios at WBZ, KDKA and KYW. He succeeded Mr. Rock in Philadelphia in 1940 as assistant to the general manager. The Baudinos have four children—all girls.

Mr. Myer has been with Westinghouse for 21 years and is responsible for several noteworthy engineering achievements, aiding materially in the installation of the first high-powered broadcast transmitter of KDKA, and the first water-cooled transmitter at KYW. He joined Westinghouse at KYW in Chicago in 1922, and has worked as well in Springfield, Boston and Pittsburgh for the company. The Myers have three children—all boys.

Ted Kenney has been with KDKA since 1926, starting as a transmitter operator. He was named assistant chief engineer in 1941 and has served continuously with the company for 17 years. A native of Scottdale, Pa., he is a graduate of Carnegie Tech. The Kenneys have two children.

NEW MARINE

JAMES B. ROCK

AAAA Told to Face Manpower Drai

War Contributions Will Not Get Special Consideration

PRAISE for their contributions to the war, and their cooperation in further war campaigns now being developed, was given advertising agencies of the country at the 26th annual meeting of the American Assn. of Advertising Agencies, held at the Waldorf-Astoria, New York, last Thursday and Friday.

At the same time, the agencies were told they must perform these important war tasks as well as their regular services to clients without any special consideration for personnel from the draft boards.

Brig. Gen. William C. Rose, chief of executive services, War Manpower Commission, told the agency men to prepare to lose all of their able-bodied draft-age men to the armed services before the year is out and urged them to begin immediately to train women and older men to take over these jobs. Without in any way belittling the value of advertising's wartime contribution, Gen. Rose said that there is little likelihood of advertising being included in the "essental industry" list as long as men are being taken from war plants into the armed forces.

Howard Coonley, director of the Conservation Division, War Production Board, explained that the Government's program of standardization and simplification does not generally involve adherence to "Victory Models" as was done in the case of bicycles, but that usually only one or a few parts of a manufactured product must be standardized to comply with Government specifications for maximum amount of material, minimum standards of quality or performance and price range, permitting the maximum of individuality that is compatible with the nation's war needs.

Raymond Rubicam, chairman of the executive committee, Young & Rubicam, presided at the Thursday afternoon session, at which Raymond Moley of *Newsweek* discussed post-war planning and Dewitt MacKenzie of AP reported on a recently completed 35,000-mile tour of the battle areas of Europe, Africa and Asia.

Fighting Inflation

Opening the Friday morning meeting on agency war services, Dr. Herman Hettinger, campaign manager on inflation for the Office of War Information, outlined the task advertising is being asked to perform to help prevent infla which he described as one of vertising's toughest assignme In addition to explaining, bri and simply, the complex econo and social factors involved, he advertising copy on the sub should get across seven basic tive action appeals.

He said it must urge the pu to buy and hold as many W Bonds as they can afford; to p willingly any taxes — increa taxes — that the country nee pay up all old debts and av making new ones; provide for t future with adequate life ins ance and savings; pay no m than ceiling prices and buy r tioned goods only by exchang stamps; buy only what they and make what they already last longer; don't try to p from the war by asking for higher prices or higher wag

Recruiting Womanpowe

Advertising's part in solving womanpower problem was p sented in a three-part discuss introduced by A. O. Buckingha vice-president, Cluett-Peabody Co. and Advertising Council (ordinator on this campaign. Cit public opinion surveys on the pr ent unwillingness of most wom to take work outside their hom and of most men to let the wom in their families work unless it an economic necessity, Mr. Bu ingham outlined the need for immediate job of reeducation.

William Berchtold of J. Walt Thompson Co., volunteer agen which developed the campaign, ou lined the localized campaig

(*Continued on page 41*)

Allen L. Billingsley Elected Chairma Of AAAA's Board At N. Y. Conventio

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, was elected chairman of the board of the American Assn. of Advertising Agencies at the opening session of the AAAA's 26th annual meeting, held at the Waldorf-Astoria Hotel, New York, last Thursday and Friday. Other sessions were devoted chiefly to the effects of the war on advertising agency operation, and the part the agencies are performing in the war effort (see story on this page).

Other officers elected at the meeting are: Emerson Foote, president, Foote, Cone & Belding, New York, vice-president; Robert E. Grove, vice-president, Ketchum, MacLeod & Grove, Pittsburgh, secretary; John L. Anderson, secretary and treasurer, McCann-Erickson, New York, treasurer. John Benson continues as AAAA president, having been elected to a four-year term in 1940. Other officers are elected for one-year terms. Frederic R. Gamble continues as managing director.

Members-At-Large of the AAA Executive Board elected at t meeting for three-year terms a J. C. Cornelius, executive vi president, BBDO, Minneapolis; F. Oberwinder, vice-preside D'Arcy Adv Co., St. Louis; Wi liam Reydel, partner, Newell-Em mett Co., New York.

Other Members

Members representing Counci were elected for one-year terms follows: New York Council, Phi W. Lennen, president, Lennen Mitchell, New York; New E land Council, Kenneth R. Sut land, partner, Sutherland-Ab Boston; Atlantic Council, H. Dugdale, executive vice-pre Van Sant, Dugdale & Co., B more; Central Council, W. Lochridge, vice-president, J. W Thompson Co., Chicago; P Council, Dan B. Miner, pres Dan B. Miner Co., Los An (reelected).

SCHENECTADY

- HOME of the largest works of the General Electric Company and the American Locomotive Company
- WHERE factory payrolls exceed $2,000,000 a week, a gain of nearly half a million dollars a week since a year ago
- WHERE more than a thousand new employees are hired each month

IS A FIRST-RATE MARKET

But it's only 1/12th* of the 1½-Billion-Dollar Market put together by . . .

THE POWER

THE PROGRAMS

THE POPULARITY

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

★

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus the foremost local productions, give 'GY 3½ times as many listeners as the next nearest station.

★

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today, WGY is a regular listening habit in the 1,045,700 radio homes of the Hudson Circle.

**Schenectady PLUS Troy, Albany, Pittsfield, Utica, Binghamton, Rome, Burlington, Kingston, Watertown, Elmira, Amsterdam*

WGY-103

of **GENERAL ELECTRIC'S**

WGY

SCHENECTADY, NEW YORK

CANADA
LAKE ONTARIO
THE HUDSON CIRCLE
where WGY makes the market
THE ATLANTIC
New York City

U. S. Rubber Co. Adopts Policy for Symphony Series

Will Feature Carl Van Doren As Intermission Speaker

THE BIGGEST decision United States Rubber Co. had to make before assuming sponsorship of the New York Philharmonic Symphony broadcasts on CBS [BROADCASTING, May 10] was whether or not these concerts ought to be sponsored at all, according to Thomas H. Young, director of advertising. Once that had been settled, he said, the company was faced with the consequent problem of keeping its commercials on the same high plane as the music of the orchestra.

"As a commercial company we have to look at our expenditure from the commercial side," he stated. "What we bought was the audience of the Philharmonic. If we handle our part of the programs with intelligence and good taste we will have made a good venture."

Van Doren Gives Talks

To adapt the Philharmonic concerts to the long range planning of the sponsor, only two changes in the present format were necessary, Paul M. Hollister, CBS vice-president in charge of advertising, stated. The intermission periods, formerly devoted to "philosophic musical commentaries", will henceforth feature Carl Van Doren, historian and author, in a series of brief word pictures of the circumstances surrounding historic spoken or written words of national figures.

A rehearsal recording was played of the opening episode, in which Mr. Van Doren described the national scene at the time of Abraham Lincoln's election to the Presidency, with Frederic March reading Lincoln's farewell address to his fellow townsmen of Springfield, Ill.

Audience to See Full Show

This program, broadcast May 23, first time the Philharmonic ever has been heard under commercial sponsorship, presented Bruno Walter as guest conductor. Other guest conductors will direct the concerts until the beginning of the regular Philharmonic winter season on Oct. 10, when the group's new director, Dr. Artur Rodzinski, will take over the baton permanently.

During the summer the full broadcast, concert and intermission feature, will be witnessed each week by the audience in the hall. In the winter, however, these seats are utilized by the regular Philharmonic subscribers, and the intermission feature cannot be broadcast from the stage of Carnegie Hall but must come from an outside studio. U. S. Rubber, Mr. Young said, will distribute tickets to listeners wishing to see the historical part of the programs, after which they will hear a round-up of CBS world news and then the concluding half of the concert. It was felt that the complete hour-and-a-half broadcast would be too long for a studio audience unable to see the orchestra. For concert-goers wishing to hear the mid-concert part of the broadcasts, they will be piped into a gallery at Carnegie Hall, Mr. Young stated.

Difficulties between the Philharmonic Society and Local 802 of the AFM over Dr. Rodzinski's dismissal of several of the orchestra's employes are being settled.

Agency is Campbell-Ewald Co., New York.

LOCAL BOY MAKES GOOD. Eddie (Michael) O'Shea, (c) former member of the *WTIC Playhouse*, returns to Hartford for the preview of his first motion picture, "Lady of Burlesque" in which he co-stars with Barbara Stanwyck. Station personnel at a testimonial dinner are (l to r): James F. Clancy, sales promotion manager; Leonard Patricelli, program manager; O'Shea; Paul W. Morency, general manager; Paul Lucas.

Spot Announcements Receive Big Play At Luncheon of Radio Executives

SPOT announcements stole the spotlight from daytime serials and other programs in a panel discussion of "Radio Programs and Radio's Future" at the luncheon meeting of the Radio Executives Club of New York last Wednesday. Ben Gross, radio editor of the *New York Daily News*, opened the discussion by berating the operators of independent radio stations for their lack of courage in experimenting with new forms of entertainment.

With an Egg-Beater

These stations, he declared, "take a stack of recordings and stir in commercial announcements with an egg-beater." He warned them that although this practice may be profitable at the moment, unless they develop good studio programs they will eventually lose their audiences.

Linnea Nelson, timebuyer of J. Walter Thompson Co., admitted that stations are flooded with spot announcements but added that an agency trying to buy good local studio programs has a hard time finding any and that under present conditions it is impossible to record such a program for use on other stations. "As long as the stations sell them and they produce results, we'll buy spot announcements," she concluded.

Speaking for the independent station, Herbert L. Pettey, managing director of WHN, New York, said that when a station builds a program and presents it to an agency, the agency asks for a rating and when the program has been kept on sustaining long enough to get a rating the agency then asks about availabilities before and after the program. All salesmen follow the line of least resistance, he said, "so long as we have availabilities for announcements and someone willing to buy them, we'll sell them."

Mr. Pettey also said that program experimentation is expensive, citing WHN's *Gloom Dodgers*, broadcast from 9 a.m. to 1 p.m. each weekday with "everything live except some recorded spot announcements" WHN finds the program worth its weekly cost of $4,700, he said, but added that few independent stations outside New York and Chicago could afford such expenditures on daytime programs.

C. L. Menser, NBC Vice-President in charge of programs, stated that at present the spot announcement is an economic necessity for many stations, some of which derive as much as 65% of their total income from this source.

Jerry Franken, radio editor of *PM*, agreed with Mr. Gross that stations should present more live programs.

Leonard Callahan, of SESAC, moderator of the panel discussion and responsible for planning and presenting the luncheon feature, said he had found many stations in small towns doing a real job in serving their listeners with entertainment and news, giving local talent a chance to develop, selling bonds and promoting other Government wartime programs, even when their complete personnel totals only two or three persons.

Out-of-town guests at the meeting included H. H. Hoessly, WHKC, Columbus, O.; James Woodruff, WRBL, Columbus, Ga.; John T. Parsons, WBRK, Pittsfield, Mass.; Kay Fisher, Walker Co., Chicago; Walter Dennis, NAB, Washington; Maj. Harold W. Kent, War Dept.; Lt. Don Weiss, Camp Walters, Tex., formerly of WRUF, Gainesville, Fla.

TRANSFER OF KEVR TO TALBOT GRANTED

EVERGREEN Broadcasting Corp., operator of KEVR, Seattle, was granted consent of the FCC last week to transfer control of the station to A. W. Talbot from Walter L. Wyckoff and Fred Bianco by transfer of 950 shares (72%) of issued and outstanding capital stock of the licensee corporation. The proposed amount to be paid is $17,515.

Mr. Talbot controls Hartley Rogers & Co., Seattle, underwriters, sellers and traders in investment securities, and owns 100% Bellingham Marine Railroad & Boatbuilding Co., Bellingham, Wash. He has 90% interest in the Olympic Broadcasting Co. which applied for a construction permit for a station in October, 1941. The application was dismissed without prejudice in November, 1942, at the request of the applicant, because of wartime material shortages. At one time he owned an interest in KWLK, Longview, Wash., which he sold several years ago.

Mr. Wyckoff, of Seattle, is in the investment business and Mr. Bianco is president of the Seattle Shipbuilding & Drydocking Co. and the Bianco Coal Mines. Minority stockholders are Robert S. McCaw, Seattle, 6.5%, and R. R. Groninger, Seattle insurance man, 19.5%.

WFTL Seeks Approval Of Removal to Miami

REMOVAL of the main studios of WFTL from Fort Lauderdale to Miami, contingent upon granting of the application for sale of the station by Ralph A. Horton to the Fort Industry Co., for $275,000, is sought in an application filed last week with the FCC. The removal application was filed coincident with that seeking transfer of the station [BROADCASTING, May 17].

WFTL now is licensed as a Fort Lauderdale station with primary studios in that city and with secondary studios in Miami. The application for change of location would designate the main studios in Miami and the secondary ones in Fort Lauderdale. The applications for the transfer are awaiting FCC action.

Pack Entering Service

DICK PACK, director of publicity of WOR, New York, will leave the station shortly to enter military service. He reports to Camp Upton, N. Y., June 1. Before joining WOR three years ago, Mr. Pack was director of publicity and continuity of WNYC, New York's municipal station. Charles J. Oppenheim, assistant head of the press department and trade news editor, replaces Mr. Pack. Mr. Oppenheim was director of publicity and advertising for Jay Thorpe Inc., New York, previous to coming to WOR last year. Succeeding Mr. Oppenheim as trade news editor is Bob Davis, who has been on the station's night press desk.

BALTIMORE
AND THE FUTURE

FASTEST GROWING BIG CITY IN THE EAST

It is estimated that about 200,000 people have moved into the Baltimore area since 1940. While this has been largely due to Baltimore's importance as a war industry center, it represents also the acceleration of a trend which has been apparent for 25 years.

The 1940 census showed that Baltimore had added 300,000 in population in the preceding 30 years. Over a 24-year period (1914-1937) in the number of manufacturing wage earners most eastern cities including New York, Philadelphia, and Boston showed an actual decrease, while Baltimore showed an increase of 31.7%. The census showed that Baltimore was growing more rapidly than any other Eastern seaboard city—moving into 7th place among the cities of the United States (according to the recent Survey of Buying Power by Sales Management magazine, Baltimore is now 6th city). In value of manufactured products all cities showed an increase—but none came close to the 211% increase of Baltimore. This same situation existed in increased payrolls.

So Baltimore's present war time "boom" is simply accelerating a 25-year trend—a trend that seems destined to carry Baltimore to even greater heights in the post-war world.

Number One of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

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TEXT OF SUPREME COURT KOA DECISION

FOLLOWING is the text of the majority decision of the Supreme Court of the United States (No. 585, October term, 1942) handed down May 17 in the case of FCC, Petitioner, vs. NBC Inc. (KOA), et al., on writ of certiorari to the U. S. Court of Appeals, District of Columbia (see dissenting opinions on pages 22 and 24):

Mr. Justice ROBERTS delivered the opinion of the Court.

This case presents important questions of procedure arising under Title III of the Communications Act of 1934.[1]

The respondent is licensed to operate station KOA at Denver, Colorado, on a frequency of 850 kc. Station WHDH, of Boston, Massachusetts, had a license to operate, daytime only, on the same frequency. October 25, 1938, WHDH applied to the Communications Commission for an increase in power and for operation unlimited in time.

The Commission set down the application and designated certain issues for hearing, of which the following are pertinent: To determine whether the interests of any other stations may be adversely affected by reason of interference, particularly KOA and other named stations; to determine whether public interest, convenience or necessity would be served by modifying the rules governing standard broadcast stations to authorize the proposed operation of WHDH.

Effect of FCC Rules On Status of KOA

The Commission's rules precluded the operation of a second station at night on KOA's frequency;[2] provided that an application not filed in accordance with its regulations would be deemed defective, would not be considered, and would be returned to the applicant;[3] and also that if an applicant desired to challenge the validity or wisdom of any rule or regulation he must submit a petition setting forth the desired change and the reasons in support thereof.[4]

The respondent petitioned to intervene. Its petition was denied. It then moved to dismiss WHDH's application for failure to conform to the rules and regulations. The motion was denied. Meantime the Commission evidently believing that, in view of the possible alteration of the rules concerning standard broadcast stations, questions of policy might be involved and that, consequently, under Sec. 409(a), the hearing would have to be conducted by a member of the Commission,[5] designated Commissioner Case to conduct the hearing.

No hearing was held under the original notice. A new notice was issued which indicated that the Commission did not then contemplate modification of its substantive rules but intended merely to afford the applicant an opportunity to urge that they be construed in the applicant's favor.

Issues specified in the second notice were "to determine whether or not the Commission's Rules Governing Standard Broadcast Stations, particularly Sections 3.22 and 3.25 (Part III) properly interpreted and applied preclude the granting of the application" and to determine the nature, extent, and effect of any interference which would result from a grant of the application, particularly with Station KOA and others named. The inquiry thus limited could be heard before an examiner under Sec. 409(a) and, accordingly, the Commission withdrew the designation of Commissioner Case and assigned an examiner.

A hearing was held Jan. 29 and 30, 1940, but the respondent was not permitted to appear or participate. Dec. 9, 1940, the Commission promulgated proposed findings of fact and conclusions. Two commissioners dissented. All agreed that Secs. 3.22 and 3.25 of the regulations precluded a grant of WHDH's application. Three voted to modify those regulations and to grant the application. Respondent then filed its second petition to intervene, which was denied. The Commission subsequently, on its own motion, permitted respondent to file briefs and present an oral argument *amicus curiae*. April 7, 1941, the Commission adopted a final order amending Sec. 3.25 of the rules and granting the WHDH application, two commissioners dissenting.

Rehearing Petition Filed by KOA

Respondent filed a petition for rehearing pursuant to Sec. 405 of the Act.[6] This was denied. Thereupon respondent gave notice of appeal to the Court of Appeals of the District of Columbia,[7] which concluded that the Commission's action effected a modification of respondent's license and consequently the statute entitled the respondent to be made a party and to participate in the hearing. The court below therefore reversed the Commission's order and remanded the case for further proceedings.[8]

The respondent contends that it was entitled, as a matter of right, to participate in the hearing before the Commission on the question of the granting of WHDH's application and that its rights in this respect were not satisfied by permitting it to file a brief and present argument. It further insists that the Commission's proceeding was invalid due to the provisions of Sec. 409(a) of the statute, the failure to comply with the rules then in force, and the arbitrary and capricious action taken. Finally, the respondent asserts § 405 entitled it to a rehearing and § 402(b) (2) granted it an appeal.

The petitioner urges the grant of WHDH's application did not amount to a substantial modification of KOA's license or so affect KOA's rights as to require that KOA be permitted to intervene and that, in any event, KOA was not denied any substantial right of participation in the proceeding.

Interference Found In Decision by FCC

First. We are of opinion that respondent was entitled to be made a party.

Section 312(b) of the Act provides:

"Any station license hereafter granted . . . may be modified by the Commission . . ., if in the judgment of the Commission such action will promote the public interest, convenience, and necessity . . . . *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license . . . shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue."

The Commission found that there would be interference with KOA's broadcast in the eastern part of the United States if WHDH's application were granted. The Commission's own reports to Congress show that at night a small proportion of the urban population and a much larger proportion of the rural population of the country enjoy only such broadcasting service as is afforded by clear channel stations. KOA, one of the stations upon which this service depends, has operated continuously at Denver since 1924 and has used a clear channel upon which only one station is permitted to operate during the night. Under the Commission's regulations (§§3.22 and 3.25) KOA had, therefore, little or no channel interference from any station located within the United States.

In addition, its signals throughout the United States were free, and entitled to remain free, of channel interference from any station in Canada, Mexico or Cuba, pursuant to the provisions of the North American Regional Broadcasting Agreement.[9] The Commission's order deprives KOA of freedom from interference in its night service over a large area lying east of the Mississippi River. Furthermore, the order opens the way for Canada, Mexico, and Cuba, signatories to the broadcasting agreement, to acquire the right to operate stations which may cause channel interference at night on KOA's frequency within the United States.

The respondent urges that it can be shown that the service of WHDH, while interfering at night with that of KOA, would not be a service equally useful, and that the grant to WHDH adds a new primary service to an area already heavily supplied with such service.

In its petitions to intervene, the respondent called attention to the terms of its existing license, asserting that the grant of WHDH's application would cause interference in areas where KOA's signal was interference free; that respondent would be aggrieved and its interests adversely affected by a grant of the application and that the operation proposed by WHDH would not be in the interest of public convenience and necessity; that a grant of the application would result in a modification of respondent's license in violation of § 312(b) and would result in a modification of the Commission's regulations without such a hearing as is required by § 303(f) of the Act. In its petition for rehearing the respondent elaborated and reiterated the reasons embodied in its motions for dismissal of the petition and its petitions to intervene.

No Application To Case, FCC Claims

The Commission says that the section has no application to this case. It asserts that the proceeding was an application by WHDH for modification of its station license and that, under § 309(a) of the Act, the Commission might have acted on the application without any hearing. So much may be conceded, if nothing more were involved. But the grant of WHDH's application, in the circumstances, necessarily involved the modification of KOA's outstanding license. This petitioner denies, saying KOA's license granted no more than the privilege of operating a station in a prescribed manner and that the grant of WHDH's application in nowise altered the terms of KOA's license. This contention stems from the circumstance that KOA's license authorizes it to operate a transmitter of 50 kw. on the frequency 850 kc. at Denver. The petitioner says that the grant of WHDH's application affects no

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[1] Act of June 19, 1934, c. 652, 48 Stat. 1064, 1081; 47 U. S. C. Sec. 301 ff.

[2] Secs. 3.22 and 3.25.

[3] Sec. 1.72.

[4] Sec. 1.71.

[5] Sec. 409(a), 47 U. S. C. § 409(a) provides that, in the administration of Tit. III, an examiner may not hold hearings with respect to a matter involving a change of policy by the Commission or a new kind of use of frequencies.

[6] 47 U. S. C. Sec. 405.

[7] Pursuant to Sec. 402(b) (2); 47 U. S. C. Sec. 402(b) (2).

[8] 132 F. 2d 545.

[9] 55 Stat., Part 2, 1005.

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NEWS, as KLZ gathers, edits, and broadcasts it, is a major, full-time service operated by a full-time staff of experienced newsmen.

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News editing, as KLZ does it, is infinitely more than tearing off a wire report from a teletype on the way to the microphone. KLZ has established an inimitable record of scoops and news beats in this area because of its sincerity of purpose, its facilities, its staff, and its know-how.

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of these terms. But we think this too narrow a view. When KOA's license was granted the Commission's rules §§ 3.21 and 3.25 embodied these provisions:

"A 'clear channel' is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas."

"The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: . . . The power of the class I stations on these channels shall not be less than 50 kilowatts."

850 kc. was one of the frequencies appearing on the schedule forming part of the rule.

Rules Incorporated In Terms of License

These rules were incorporated into the terms of KOA's license which granted it a frequency of 850 kc. and a power of 50 kw. To alter the rules so as to deprive KOA of what had been assigned to it, and to grant an application which would create interference on the channel given it, was in fact and in substance to modify KOA's license. This being so, § 312(b) requires that it be made a party to the proceeding. We can accord no other meaning to the language of the proviso which requires that the holder of the license which is to be modified must have notice in writing of the proposed action and the grounds therefor and must be given a reasonable opportunity to show cause why an order of modification should not issue.

Certainly one who is to be notified of a hearing and to have the right to show cause is not to be considered a stranger to the proceeding but is, by the very provisions of the statute, to be made a party. The very notices issued by the Commission show that that body knew there would probably be an interference with KOA's signals if the pending application of WHDH were granted; and that the Commission also realized there was a serious question whether the application could be granted under its existing rules.

It is not necessary to discuss at any length the sufficiency of the petitions to intervene if, as we have held, the Act itself provided that, in such an instance as the present, KOA was entitled to be brought in as a party. A licensee cannot show cause unless it is afforded opportunity to participate in the hearing, to offer evidence, and to exercise the other rights of a party.

Much is said to the effect that KOA was not in fact injured, because the Commission permitted it to file a brief *amicus curiae* and to present oral argument. It is beside the point to discuss the Commission's rules as to intervention and the privileges accorded by the Commission to one denied intervention since we are of opinion, as already stated, that, under the terms of the Act, the respondent was entitled to participate in the proceedings.

Jurisdictional Issue Raised in Proceedings

Second. While the Commission did not urge before the court below, and did not advance as a reason for the grant of certiorari, that respondent was not entitled to appeal to the Court of Appeals, this matter was argued here and, as it raises a question of jurisdiction, we shall consider it.

It would be anomalous if one entitled to be heard before the Commission should be denied the right of appeal from an order made without hearing. We think the Act does not preclude such an appeal. Section 402(b) (2) permits an appeal to the Court of Appeals of the District of Columbia by "any . . . person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing" any application for modification of an existing station license. If, within the intent of the statute, the interests of KOA would be adversely affected, or if KOA would be aggrieved by granting the application of WHDH, then the statute grants KOA a right of appeal.

In *Federal Communications Commission* v. *Sanders Bros. Radio Station*, 309 U. S. 470, we dealt with a similar situation. There the question was whether a rival station, which would suffer economic injury by the grant of a license to another station, had standing to appeal under the terms of the Act. We held that it had. We pointed out that while a station license was not a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station consequent upon the issuance of a license to another station, yet economic injury gave the existing station standing to present questions of public interest and convenience by appeal from the order of the Commission. Here KOA, while not alleging economic injury, does allege that its license ought not to be modified because such action would cause electrical interference which would be detrimental to the public interest.

In view of the fact that § 312(b) grants KOA the right to become a party to the proceedings, we think it plain that it is a party aggrieved. or a party whose interests will be adversely affected by the grant of WHDH's application, as, indeed the Commission seems to have thought when it first noticed WHDH's application for hearing. We, therefore, hold KOA was entitled to appeal from the Commission's action in excluding it from participation in the proceeding and from the order made by the Commission.

The judgment is affirmed.

Mr. Justice BLACK, Mr. Justice MURPHY and Mr. Justice RUTLEDGE took no part in the consideration or decision of this case.

JUSTICE FRANKFURTER'S DISSENT

FOLLOWING are the highlights of Associate Justice Frankfurter's dissent—abstracted from his 14-page opinion:

Unlike courts, which are concerned primarily with the enforcement of private rights although public interests may thereby be implicated, administrative agencies are predominantly concerned with enforcing public rights although private interests may thereby be affected. To no small degree administrative agencies for the enforcement of public rights were established by Congress because more flexible and less traditional procedures were called for than those evolved by the courts. It is therefore essential to the vitality of the administrative process that the procedural powers given to these administrative agencies not be confined within the conventional modes by which business is done in courts.

Provisions of Act Explaining Hearing

In my judgment the decision of the Court in this case imposes a hampering restriction upon the functioning of the administrative process. This is the aspect that lends this case importance and leads me to express the reasons for my dissent. * * * *

The Court holds that the Commission was required as a matter of law to grant KOA's petition to intervene in the hearing upon the WHDH application. In my judgment the Act precludes such a construction. * * * *

The Act explicitly provides for a "hearing", therefore, when the Commission proposes to deny an application for a license, or to revoke a license, or to change the frequency, power, or hours of operation of a station licensee. But when a Commission order merely involves "modification" of the license of an existing station, the latter is entitled only to notice in writing and a "reasonable opportunity to show cause" why the order should not issue. * * * *

KOA's petition for intervention was denied, presumably because the showing required by § 1.102 had not been made. And on January 29 and 30, 1940, a hearing upon the WHDH application was held before an examiner of the Commission. Although KOA was denied the right to intervene, it could, under § 1.195 of the Commission's Rules, have appeared and given evidence. * * * *

On April 25, 1941, KOA filed a petition for rehearing before the Commission, repeating in substance the allegations contained in its earlier petitions to intervene. And on May 20, 1941, the Commission, in an opinion that considered in detail each of the allegations in the petition for rehearing, denied the petition. * * * *

On June 7, 1941, KOA filed an appeal from the Commission's order in the Court of Appeals for the District of Columbia under § 402(b) (2) of the Communications Act of Section 402(b) provides for to the Court from decisions of Commission "in any of the foll cases: (1) By any applicant construction permit for a radio tion, or for a radio station licens for renewal of an existing radio tion license, or for modification existing radio station license, application is refused by the mission. (2) By any other aggrieved or whose interests are versely affected by any decision the Commission granting or ref any such application."

The court below could not jurisdiction of the suit unless had a right to appeal under § 40 (2), in other words, unless it "aggrieved" or its "interests adversely affected" by the gra of the WHDH application. the Commission in exercising licensing function must be gov by the public interest and not private interest of existing lic an appellant under § 402(b)(2) pears only to vindicate the interest and not his own. *Fe Communications Comm'n* v. *Sa Radio Station*, 309 U. S. 470; *Sc Howard Radio, Inc.* v. *Federal munications Comm'n*, 316 U. S. 4

Effect of Sanders Ruling Discussed

That the Commission's order impair the value of an existing tion's license is in itself no g for invalidating the order; it may create standing to attack validity of the order on grounds. Whatever doubts may existed as to whether the ingre of "case" or "controversy", as fined, for example, in *Muskrat United States*, 219 U. S. 346, present in this situation were pelled by our ruling in the *Sa* case that the legality of a Com sion order can be challenged by "aggrieved" or "whose interests adversely affected" thereby, though the source of his grievan not what is claimed to make order unlawful. But from this must not be concluded that any who claims to be "aggrieved" or is in any way adversely affecte Commission action has a right appeal.

As the prevailing opinion in Court of Appeals pointed out: the present stage of radio, very changes, either in frequency or power, can be made without cre some degree of electrical interfe This may range from minute practically harmless interruption remote and very occasional lis in secondary service areas to obliteration in the primary field. It seems not unreasonable to read [*Sanders*] opinion as requirin implication that there be probable jury of a substantial character.

So much by way of limit seems necessary to prevent vi tion of the public interest from ing into mass appeals by the ind at large, with resulting hope clogging of the administrative p by judicial review. Likewise, electrical interference, it is necessary to secure appellate c pionship by every broadcaster may be affected in only a remote insubstantial manner." 132 F. 545, 548.

In order to establish its right appeal, therefore, KOA had to a showing that its interests substantially impaired by a grant the WHDH application. This, record makes clear, it failed to In its notice of appeal to the below, KOA made only a gen allegation, what courts normally gard as a conclusion of law, that Commission's action resulted in "substantial modification" of license.

No supporting allegations of

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Radar sends out a wave which searches the sky or sea. When this beam hits a plane or ship, it bounces back to the Radar. Traveling with the speed of light, the beam makes this round trip in a few thousandths of a second and tells you . . . *there he is!*

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were tendered. There was no claim that KOA's economic position was in any way impaired, or that the proposed operation of WHDH would cause substantial interference with KOA, or that such operation would result in a sub-tantial loss of listeners to KOA, or that any areas of substantial size would no longer be able to receive satisfactory service from KOA. Neither in its petitions for intervention, nor in its petition for rehearing before the Commission, nor in its notice of appeal to the court below, did KOA specifically challenge the correctness of the Commission's findings.

The record affords no basis, therefore, for finding that KOA had standing to appeal from the grant of the WHDH application. But even if it had, I do not believe that KOA was afforded less opportunity to participate in the proceedings before the Commission than the statute requires. * * * *

KOA does not claim that it did not have sufficient notice, formal and otherwise, of the proceedings upon the WHDH application. Nor can there be any doubt that it had ample and "reasonable opportunity to show cause" why WHDH's application should not be granted. Under § 1.195 of the Commission's Rules it could have appeared and given evidence at the hearing upon the WHDH application. That it did not take advantage of such an opportunity is certainly no reason for saying that it had none. KOA was permitted to argue before the Commission that the proposed grant of the WHDH application should not be made final. It submitted a petition for rehearing which the Commission considered on its merits and which the Commission denied only after a detailed review of all the contentions made by KOA.

Holds Legislative Scheme Disregarded

The Court holds, nevertheless, that the Commission was required to afford KOA more than all these opportunities to show cause. Section 312 (b) is construed to require a hearing in which the licensee whose interests may be affected is entitled to intervene as a formal party. Such a construction appears to me to disregard the structure and language of the legislative scheme. * * * *

To deny to the Commission the right to require a preliminary showing, such as was found wanting here, before admitting a petitioner to the full rights of a party litigant is to fasten upon the Commission's administrative process the technical requirements evolved by courts for the adjudication of controversies over private interests. See *Federal Communications Comm'n* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 142-44. It is to assume that the modes familiar to courts for the protection of substantial interests are the only permissible modes, regardless of the nature of the subject matter and the tribunals charged with administration of the law.

This is to read the discretion given to the Federal Communications Commission to fashion a procedure relevant to the interests for the adjustment of which the Commission was established through the distorting spectacles of what has been found appropriate for courts. We must assume that an agency which Congress has trusted is worthy of the trust. And especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye.

JUSTICE DOUGLAS' DISSENT

Following is the full text of Justice Douglas' dissenting opinion:

Mr. Justice DOUGLAS dissenting.

While I am in substantial agreement with the views expressed by Mr. Justice FRANKFURTER, there are a few words I desire to add on one phase of the case.

I agree with the Court that if as we held in the *Sanders* case (309 U. S. 470) a person financially injured by the grant of a license has a standing to appeal, so does one whose station will suffer from electrical interference if the license is issued. I expressed my doubts, however, in *Scripps-Howard Radio, Inc.* v. *Federal Communications Commission*, 316 U. S. 4, 20-21, whether Congress endowed private litigants with the power to vindicate the public interest when it gave the right to appeal under § 402(b) to a person "aggrieved or whose interests are adversely affected" by a decision of the Commission. I also expressed my concern in that case with the constitutionality of a statutory scheme which allowed one who showed no invasion of a private right to call on the courts to review an order of the Commission. See *Muskrat* v. *United States*, 219 U. S. 346. But if we accept as constitutionally valid a system of judicial review invoked by a private person who has no individual substantive right to protect but who has standing only as a representative of the public interest,[1] then I think we must be exceedingly scrupulous to see to it that his interest in the matter is substantial and immediate. Otherwise we will not only permit the administrative process to be clogged by judicial review; we will most assuredly run afoul of the constitutional requirement of case or controversy. *Federal Radio Commission* v. *General Electric Co.*, 281 U. S. 464.

Any actual controversy which may now be present in this case is between KOA and the Commission. Any controversy which existed between WHDH and the Commission has come to an end. *United States* v. *Alaska S. S. Co.*, 253 U. S. 113, 116. The interest, if any, of the appellant KOA is the interest of a private person and accordingly must be measured in terms of private injury. That interest must be substantial and immediate if the standard of the statute and if the constitutional requirements of case or controversy, as interpreted by the *Sanders* and the *Scripps-Howard* cases, are to be satisfied. It is necessary to show in effect that KOA has sustained or is about to sustain some direct and substantial injury (see *Massachusetts* v. *Mellon*, 262 U. S. 447, 488)—an injury which for the purpose of this case must result from electrical interference. The *Sanders* case and the *Scripps-Howard* case do not dispense with that requirement. They merely hold that an appellant has his case decided in light of the standards of the public interest, not by the criteria which give him a standing to appeal.

I do not understand that the opinion of the Court takes a contrary view. It only holds on this phase of the case that KOA made an adequate showing under § 402(b). I disagree with that conclusion.

---

[1] Referred to as a sort of King's proctor by Edgerton, J., in Colorado Radio Corp. *v.* Federal Communications Commission, 118 F. 2d 24, 28; and as "private Attorney Generals" by Frank, J., in Associated Industries of N. Y. State, Inc. *v.* Ickes, —F. 2d —.

New WIBG Antenna Is Said to Provide Unusual Suppression Over Wide Angle

SUPPRESSING 10,000 watts into 10 watts over an angle of more than 200 degrees is the evident technical achievement of WIBG, Philadelphia, which last week began program tests with a directional antenna "which produces more suppression over a large angle than any other antenna built to date," according to Raymond M. Wilmotte, consulting radio engineer of Washington. Mr. Wilmotte supervised the installation, with C. X. Castle, a staff engineer, directing the work.

Protects Canada, Knoxville

WIBG, licensed to operate on 990 kc. with 10,000 watts, was given the grant provided certain rigid engineering limitations regarding its coverage pattern could be met. At first it was believed both by FCC engineers and by Mr. Wilmotte that the full suppression required by the construction permit could not be achieved. The tests to date, however, show that the engineering result has been attained and, according to Mr. Wilmotte, even more suppression than was required by the construction permit has been produced through adjustments, giving the station some leeway of operation.

"We have suppressed 10 kilowatts of power down to less than 10 watts over an angle of more than 200 degrees — that is, over that angle there are a few directions in which as much as 10 watts of power is being radiated, while in nearly all directions less than 3 watts of power is being radiated," said Mr. Wilmotte. "Over an angle of 180 degrees there is no direction in which a power in excess of about 6 watts is being radiated. In the direction of maximum signal, about 55 kilowatts is being radiated (calculated on the basis of the average efficiency of a regional station)."

The WIBG antenna is designed to protect the whole Canadian border so that the signal does not exceed 25 microvolts per meter 10% of the time at any point inside Canada. The nearest Canadian border point is 275 miles. Besides protecting the border, it was necessary to protect WNOX, Knoxville, as well as a station in Cuba. All these limitations necessitated reducing the signal to a very low value over a wide angle.

The antenna consists of five guyed radiators insulated at the base and coupled to the transmitter through coaxial transmission lines and Western Electric coupling circuits. In the case of two of the radiators, power goes from the radiator back into the transmitter, instead of the usual direction from the transmitter to the towers. The suppression of signal has been measured for two weeks and the pattern in both wet and d weather has not apprecia changed. In making a proof of p formance, some 700 measurem of field intensity were entailed.

Strong in Philadelphia

Mr. Wilmotte said the sta will produce a strong signal in Ph adelphia, and the service was fo to be "very close to that predic He said the result shows that proper care in selection of site in design, it is possible to achi theoretical results to a remark degree of accuracy.

"The high degree of accu achieved may best be realized f the fact that the greatest p radiated in any direction over whole semi-circle where supp sion is greatest is about thousandth of the power rad in the direction of maxi signal."

The station went into full operations at 10,000 watts May with no advance announcem the move. Until now WIGB been operating on a dawn-t schedule at 1,000 watts. While mission was granted some tim to increase power and opera the construction program wa up by priorities problems.

McCLINTOCK BACK; WAS ILL A MONT

MILLER McCLINTOCK, Mu president, is expected back at h desk May 24, having completed convalescence from an attack bronchial pneumonia, which curred almost a month ago du the NAB and Mutual meetings Chicago.

Following Mr. McClintock's turn to his home in New Yo after the serious stage of his ill had passed, announcement w made of the network's newly ele board of directors, of which he the only new member. Election Mr. McClintock as director, at meeting of Mutual shareholde April 26, was occasioned by th fact that this was the first su meeting since he took over the pre idency of Mutual in January.

At the same meeting, shareho ers reelected all former mem of the board of directors as fo lows: Chairman, A. J. McCo WOR, New York; W. E. Mac lane, WGN, Chicago; Theodore Streibert, WOR; E. M. Antri WGN; Lewis Allen Weiss, Don L Network; John Shepard Yankee network; W. H. Br Don Lee; H. K. Carpenter, WH Cleveland; Leonard Kapner WCAE, Pittsburgh; I. R. Lo berry, WGR, Buffalo, and Hope Barroll Jr., WFBR, Baltimore.

All Mutual officers were elected at a meeting of the b of directors and shareholders.

Mr. McClintock will resume June his trip to the West, inte rupted by his illness. He is sch uled to address the Pacific Co Adv. Assn. in San Francisco J 24, and the Rotatry Club of L Angeles June 27. On May will speak of the Rotary Club Philadelphia.

XUM

FEEDING TODAY'S ARMIES TAKES ALL-OUT EFFORT ALONG THE ENTIRE FRONT FROM FARM FIELDS TO FIGHTERS. STRATEGICALLY LOCATED TO REACH OVER A HALF MILLION FARMS* ON AMERICA'S FOOD PRODUCTION-FRONT . . . COWLES STATIONS ARE DOING THEIR UTMOST TO ENCOURAGE A RECORD-BREAKING 1943 OUTPUT.

Advertisers can reach them at group rates as low as $61.50 for daytime quarter-hour on three stations.

IN SUSTAINING A FIELD FORCE

AT HOME . . . OR ABROAD . . .

TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE COWLES STATIONS

WMT CEDAR RAPIDS WATERLOO

KRNT DES MOINES

KSO DES MOINES

WNAX SIOUX CITY YANKTON

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY

Resignation of Trio Indicated As House Hits FCC Employes

Overwhelming Vote Urges Deletion of Watson And Dodd for Alleged Communist Activities

INDICATIONS that the FCC may bow to the Congressional will by separating from its staff employes charged with Communist associations, was seen last week with the report that one of three employes of Foreign Broadcast Intelligence Service had resigned, another was about to quit, and that the Commission itself is considering steps against the third.

The FCC gave credence to reports that Dr. Frederick L. Schuman, former Chicago U. professor, had resigned effective June 12. The reported resignation of Dr. Goodwin Watson, FBIS chief analyst was denied, though informed sources said it was imminent. The FCC itself met in what was described as a "star-chamber" session last Wednesday to consider action involving William E. Dodd Jr., of FBIS looking toward his separation from the FCC.

These developments came simultaneous with the action of the House last Tuesday for the ouster of Dr. Watson and Dodd. Dr. Schuman had been cleared by the House investigating committee previously, but he had loosed a blast against the Congressional activities.

The vote followed a report by an Appropriations subcommittee headed by Rep. Kerr (D-N. C.) which declared the men "unfit to continue in Government service". Also lumped in the rider to withhold salaries was Dr. Robert Morss Lovett, an official of the Interior Dept. The FCC previously had split 4-3 against releasing the two FBIS employes, after Congressional suggestion that they be separated from the Government payroll.

Denounced by Dies

Last year a similar amendment was beaten in the Senate. The present bill awaits Senate action. Drs. Watson and Dodd had been denounced in the House by Rep. Dies (D-Tex.), chairman of the special committee on Un-American activities. At that time, Dr. Frederick L. Schuman, FBIS principle political analyst, and about 30 other Federal employes had been named by the Texan [BROADCASTING, Feb. 6]. Special study of the cases by the Appropriations subcommittee resulted in recommendations that Dr. Watson and Dr. Dodd be dismissed. The committee said it had failed to complete a case against Dr. Schuman [BROADCASTING, April 26].

Debate last week centered about the constitutional right of Congress to bar an individual from Government services. Members of the Kerr Committee said that Congress controlled the purse strings, and contended it was within the rights of the body to specify who was fit to serve the Government.

'Bill of Attainder'

Opponents, led by Rep. Hobbs (D-Ala.) contended that the amendment was a Bill of Attainder, contrary to Art. I, Sec. 9 of the Constitution. A Bill of Attainder is defined as a legislative act inflicting punishment without a judicial trial. Rep. Hobbs told the House Congress has power to abolish an agency, or a job, but has no right to fire an individual.

"Maybe the FCC should be abolished," Mr. Hobbs suggested. Congress has the power, undoubtedly, to abolish it. Why not act within our power to do it? . . .

"We can abolish the FCC. We can prescribe incidental regulations to control or limit the appointing powers or the powers of removal we grant, but we cannot violate the Constitution by passing a bill of attainder," he said.

Entire two hours of debate allotted to the Deficiency bill Tuesday was spent on the Watson-Dodd-Lovett amendment, with members of the Kerr Committee explaining the Committee's charges against the men.

The case against Dr. Watson was outlined by Rep. Keefe (R-Wis.) who said, that a man expressing the opinions Dr. Watson's record shows "ought not to be serving in the position of chief analyst of foreign broadcasts in the office of the FCC. Let him submit his advocacy to the people and run for Congress and then he will learn the attitude of the people," he said.

Rep. Keefe said Dr. Watson opposed the profit system, advocated revolution—"a sharp break"—and was a member of several Communist Front and other organizations condemned by the Attorney General. He said in testimony before the Committee that Watson claimed he had changed his mind on these subjects, but had failed to submit written articles or other material to substantiate this.

Attack on Dr. Dodd was carried by Rep. Anderson (D-N. M.) who said that in addition to membership in several condemned groups, Dr. Dodd, the son of the former U. S. Ambassador to Germany, misrepresented his activities to Chairman Fly and to the FBI.

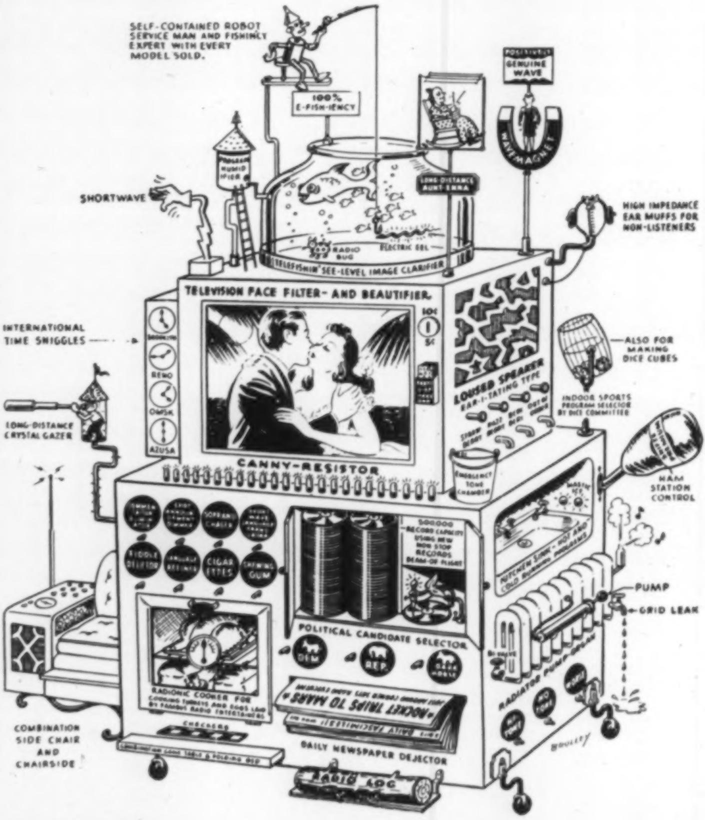
Rep. Anderson told the House that a letter on Dr. Dodd sub mitted to Rep. Woodrum (D-Va by Chairman Fly contained re peated inaccurate statements, a of which, the Congressman sai were Dodd's fault. He hinted, how ever, that the FCC chairman ha strained every effort to make out good case for Dodd. Pointing t Chairman Fly's statement th Dodd had advocated an embarg on Japanese goods—a positio which Dodd denied in testimon before the Kerr Committee—R Anderson said, "Mr. Fly was wi ing to pat Mr. Dodd on the bac for his foresight in supporting boycott on Japanese goods . . .

"I suggest," Mr Anderson co tinued, "that Mr. Fly has not do the cause of the FCC any good passing on to the distinguishe gentleman from Virginia (M Woodrum) such misleading info mation . . . Mr. Fly had neve talked to Mr. Dodd and had no pe sonal information whatever what his answer correctly shoul have been"

Rep. Anderson continued by a tacking an FCC request for d ferment for Dodd, pointing that h work was merely that of a co cutter. "This, my friends, is e sential war work for which h should be deferred from the opera tions of the Selective Service A in the opinion of the FCC," h continued.

Several Congressmen criticiz the Committee for not submittin complete reports of the hearing to the House. Rep. Keefe explain that this had not been possib since certain information from t FBI, and Army-Navy intelligen was confidential. Rep. Coffee (D Wash.) attacked the report of t Kerr Committee on grounds th no adequate definition of "su versive activity" existed. He i serted in the record the report o the FCC in which the Commissio declared no reason existed for di missing the men [BROADCASTIN May 31].

CRYSTAL GAZER'S POST-WAR DREAM


SELF-CONTAINED ROBOT SERVICE MAN AND FISHING EXPERT WITH EVERY MODEL SOLD.
100% E-FISH-IENCY
POSITIVELY GENUINE WAVE
WAVEMAGNET
PROGRAM HUMIDIFIER
SHORTWAVE
LONG-DISTANCE AUNT-ENNA
RADIO BUG
ELECTRIC EEL
HIGH IMPEDANCE EAR MUFFS FOR NON-LISTENERS
TELEFISHIN' SEE-LEVEL IMAGE CLARIFIER
TELEVISION FACE FILTER- AND BEAUTIFIER.
INTERNATIONAL TIME SNIGGLES
RENO
OMSK
AZUSA
10¢
5¢
LOUSED SPEAKER EAR-I-TATING TYPE
ALSO FOR MAKING DICE CUBES
INDOOR SPORTS PROGRAM SELECTOR BY DICE COMMITTEE
LONG-DISTANCE CRYSTAL GAZER
CANNY-RESISTOR
EMERGENCY TONE CHAMBER
HAM STATION CONTROL
SOPRANO CHASER
FIDDLE DELETOR
CIGAR ETTES
CHEWING GUM
500000 RECORD CAPACITY USING NEW NON STOP RECORDS BEAM-OF-LIGHT
KITCHEN SINK – HOT AND COLD RUNNING PROGRAMS
PUMP
GRID LEAK
POLITICAL CANDIDATE SELECTOR
DEM.
REP.
DARK HORSE
RADIATOR PUMP-ORGAN
RADIONIC COOKER FOR COOKING TURKEYS AND GOOSE LAID BY FAMOUS RADIO ENTERTAINERS
"ROCKET TRIPS TO MARS"
DAILY FASCIMILIES
DAILY NEWSPAPER DEJECTOR
CHECKERS
COMBINATION SIDE CHAIR AND CHAIRSIDE
RADIO LOG
BOLLEY

Editor's Note—This cartoon of a post-war combination radio receiver was sent to 65,000 radio dealers by Zenith Radio Corp. It is described as the "Great Christopher Model, priced at $14.92 in honor of discovery of America by Columbus. 40% off for cash. Liberal trade-in allowance for your old radio."

SHIRER TO ENGLAN FOR CONSULTATION

WILLIAM L. SHIRER, CBS ne analyst, will leave for Englan probably sometime this week, interview Allied leaders on Eu pean and political matters. " England, he will be on the sc of the closest possible point Allied invasion of Western Eu ope," said Paul W. White, CBS rector of news and public affai

Mr. Shirer, who plans to retu July 1, will talk with Americ servicemen at military bases, a will consult with CBS London co respondents, which include Edwa R. Murrow, chief, John Daly, B Trout, and Paul Manning. He w also talk with Charles Collingwo CBS Algiers correspondent, w expects to visit London at the sa time. Mr. Shirer's regular Sund broadcasts on CBS, 5:45 p.m., w continue, and he will make oth news broadcasts from London.

XUM

keep your eye on MUTUAL

IT TAKES EYES as well as ears to keep up with a network that's rising as rapidly as Mutual. From reception room to president's chair — this is the network that's *new.* With better studio-audience facilities in the key cities and better parlor-audience facilities in the rest of the country — this is the network that bears watching. And here are some of the advertisers who have kept an interested eye on the new Mutual, liked what they've seen, and launched these programs, all in the first four months of 1943:

KELLOGG COMPANY, with "Superman" starting in January . . . LUMBERMENS MUTUAL CASUALTY CO., with Upton Close starting in February . . . SINCLAIR REFINING CO., with "Confidentially Yours" starting in March . . . CONSOLIDATED RAZOR BLADE CO., with "The Better Half" starting in April . . . LEHN & FINK PRODUCTS CORP., with "Take A Card" starting in April . . . PETRI WINE CO., with "Sherlock Holmes" starting in April . . .

★ ★ ★

Lots of important eyes are focussed on Mutual these days —and so are plenty of ears: *we regularly serve eight out of every ten ears in America.*

THE MUTUAL BROADCASTING SYSTEM

Merchandising & Promotion

Strip Tease—Career Booster—Flash Bulletin
Combination Card—YHF Reporter

LOEW'S THEATRES is using the facilities of its 70 movie houses in the New York area, plus regular space in local newspapers, in a joint promotion venture with WHN, New York, featuring a contest conducted on the daily four-hour variety program, *Gloom Dodgers*. Initial contest, which started May 14, invites listeners, and newspaper readers to find misspelled words in Loew's daily newspaper advertisements, which are also read during a portion of the variety show each morning. Winners of this and other contests to follow receive free tickets to local theatres.

Loew's promotion includes trailers and lobby cards in all chain theatres and plugs in Loew's "Movie Guide", which appears daily in eight New York papers. Willy and Nilly, cartoon characters featured in Loew ads, figure in the movie, newspaper and radio promotion of the contest. Both station and theatre chain are operated by the MGM interests.

Combination Card

TYING in with the Camel slogan, "First in the Service," a radio card plugging all three Camel-CBS shows heard on KRNT, Des Moines, was worked out by H. F. White, R. J. Reynolds representative in Iowa, and placed with regular Camel displays in Des Moines retail outlets.

* * *

Proud of Remote

WHEN the Wyoming U. championship basketball team traveled to Madison Square Garden to play for national and world titles with Georgetown and St. John's of Brooklyn, KMYR, Denver, bought a direct wire to the courtside, and the story has been brochured to 5,000 agencies and advertisers.

YHF Reporter

INTRODUCING *Your Home Front Reporter*, under sponsorship of Owens-Illinois Glass Co. since May 10, CBS has issued an oversize red-white-and-blue folder containing a double-spread map showing location of network affiliates in relation to sponsor's plants and offices. Presentation starts with quotes from President Roosevelt, taken from a Congressional message, on the importance of the "home front," and is followed by statements from network and sponsor officials illustrating how the program came into being as a public service and institutional feature. Included are reproductions of Owens-Illinois ads containing "home front" messages, and plugs.

Want Schedules

SURVEY conducted by KLZ, Denver, brought immediate responses from 70% of listeners receiving the KLZ monthly program schedule who asked continuance of the service. Replies indicated universal desire for more pictures and information on stars, which the new KLZ program schedule includes.

Langendorf Patrol

MANAGERS of Langendorf United Bakeries on the Coast met in BLUE studios in San Francisco, Hollywood, Wenatchee, Seattle, Portland and San Diego May 7 to hear a closed circuit announcement of the *Red Ryder Victory Patrol*. Membership is open to all children, who help war effort by collecting critical materials and buying War Stamps and Bonds. Each member gets free comic book, membership card, de-coder, pictures of planes and tanks, Indian wrestling tricks and directions on how to obtain luminous badge. Applications are filed at grocers. More than 100,000 joined last year. Ruthrauff & Ryan is agency.

* * *

Career Booster

CAPITOL RADIO Engineering Institute, Washington, has published an over-sized, slick paper brochure presenting its home study courses, with pictures of instructors and equipment accompanying the various descriptions. The brochure explains the schedule of courses, tuitions and terms, together with information on selection of courses and the value of home study training. With this piece is a large companion brochure containing 29 pages of letters from former students telling of ways in which their study with CREI has been of help to them.

* * *

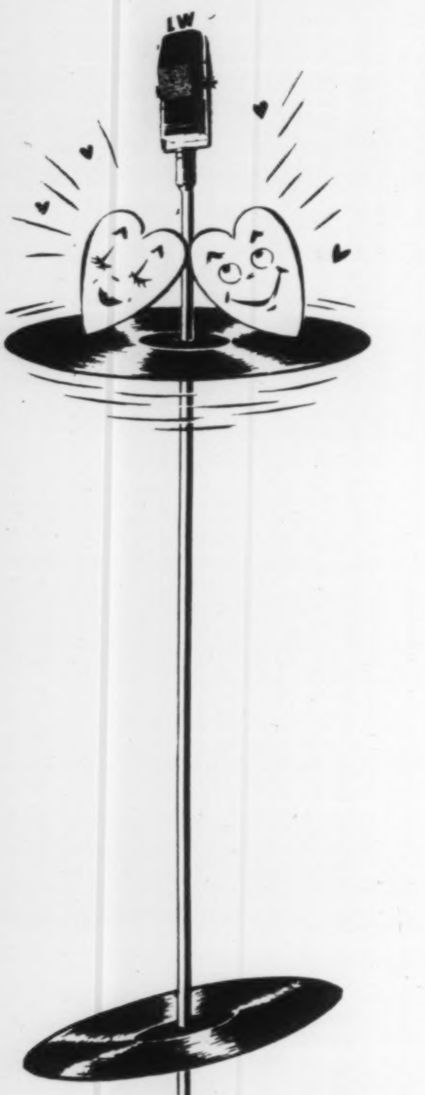
Strip Tease

SPICY promotion for the latest United Artists feature "Lady of Burlesque" for which extensive radio is being used, is reaching the desks of radio editors and promotion men in the form of a 12-oz. drinking glass, stamped with a figure portraying Barbara Stanwyck, star of the film and the motto "Your Troubles Will Melt Away With U. A." Accompanying directions advise Miss Stanwyck's dress can be washed awav with warm water and "after the glass has dried the dress will return ready for the next show."

* * *

Flash Bulletin

BLUE SPOT SALES will release June 1, the first issue of a monthly "Flash Bulletin," to a selected list of advertising agencies throughout the country. Contents will include short items on WJZ, New York; WENR, Chicago; KGO, San Francisco; WMAL, Washington; and the Pacific BLUE Network, all represented by the spot sales department. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.



THE SWING IS TO
LANG-WORTH

Radio Broadcasting today is big business. Successful operators can't rely on hunches — they must be realists.

When hard-headed radio realists swing to Lang-Worth there must be a reason — and it's utterly simple.

Comparative tests prove Lang-Worth the outstanding service to improve programming and increase sales.

Ask any Lang-Worth customer.

LANG-WORTH
INCORPORATED
PLANNED PROGRAMS
420 MADISON AVE. • NEW YORK

Towers that talk . . .

Tall towers of slender steel. A spider web of steel flung across the sky. A small building. Nothing more.

Nothing more?

Much, much more—for this is radio. And in radio as in man, the things unseen count most. Like the power of the human spirit, the energy of radio is invisible.

From the silence of these towers come the ringing words of patriot radio speakers—the lilt and lift of radio music—the saving grace of radio drama—the instruction and counsel of radio teachers and advisors—the linking of the people's needs and aspirations with the services of America's manufacturers and merchants.

This is the work of America's broadcasters, in which RCA is proud to assist. Through years to come radio broadcasting will render service now but dimly realized—not only in standard broadcast, but in FM, television, and facsimile—in these, too, RCA's special knowledge, extensive facilities and tireless research will play their part.

RCA's resources are today concentrated on war production. Yet RCA engineers are still available to help you solve your pressing technical problems. To the fullest extent possible under war conditions we shall continue to supply and service the vitally important broadcasting industry.

FOR VICTORY
BUY
UNITED STATES
WAR
BONDS
AND
STAMPS

RCA

RCA BROADCAST EQUIPMENT

RCA VICTOR DIVISION • RADIO CORPORATION OF AMERICA • CAMDEN, N. J.

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Paging Congress

THE SUPREME COURT has spoken twice within a fortnight on the subject of radio. It has acted in both directions.

In its momentous May 10 opinion in the network cases, the court set up the FCC as a sort of Lord High Executioner of all it surveyed, with that ephemeral, indefinable phrase "public interest, convenience or necessity" its sharp-edged sword. All business operations of broadcasting fall within the pale of the FCC's administrative powers; even broader authorities are inferred.

Last Monday, on May 17 the highest tribunal decided the NBC-KOA case against the FCC. Thereby it curtailed certain of the FCC powers, since the court held that any technical interference resulting to licensed stations through FCC grants, constitutes a modification of license. Established stations thereby are automatically entitled to notice and full hearing. The burden is on the applicant.

That was a notable victory. But it doesn't offset or vitiate what the court decreed in the network cases. These cases did not overlap. One dealt with the FCC's authority to regulate business aspects, writing into the law what we firmly believe was never contemplated by Congress. The other limits the FCC's power to modify a station's license without a full hearing.

The two opinions, taken together, as we see them, mean that the FCC is the Lord High Executioner, but it can't execute without a trial.

In the KOA case the FCC assigned WHDH, a daytime station in Boston, to the 850 kc. clear channel, fulltime, without permitting NBC, licensee of KOA, to participate until the case had reached the oral argument stage, and then only as a "friend of the Commission", not as an intervenor or participant. The Commission changed its rule establishing 25 Class I-A clear channels in the process. The Court held, and properly we believe, that KOA should have been in from the start, since a substantial modification of its license would result. Purely as an incident to the proceeding, a clear-channel breakdown was averted. The breakdown still may develop after a full hearing, or by acquiescence. But more important is the fact that the right of hearing extends to all stations, whether local, regional or clear, for the court clearly said those in the broadcasting business, once they are given a license, have a right to expect to continue operation without substantial modification of their service.

It was the lucid, effective argument of Philip J. Hennessey Jr., attorney for NBC-KOA in the Supreme Court proceedings, that obviously resulted in that tribunal's ruling in the industry's favor. What motivated the court in going so far afield in investing the FCC with such broad powers in the network cases is more difficult to figure.

In the network cases the court actually decreed "judicial legislation" by a split 5-2 vote. In the KOA case the court, by a 4-2 vote, was unable to agree on the Congressional intent regarding cases in which electrical interference is involved. The lower court in this case split and six judges handed down five separate opinions. Certainly there is need for Congressional guidance.

We restate now what we said in these columns a week ago. The two recent opinions make this more imperative than ever. Congress must be impressed, forcibly and convincingly, of the need for new legislation. The industry must be courageous. It should not be bludgeoned into submission by threats.

The most direct legislative approach is adoption by Congress of a resolution expressing it as the sense of that body that the FCC withhold its network regulations until new legislation is appraised. That was done once before (in 1938) by Chairman Wheeler of the Senate Committee on the higher power issue. It can be done again. It seems almost suicidal to gamble with so sensitive and important a medium as radio in these times.

With that accomplished, or with enactment of a simple amendment to the existing law which would not mean long hearings, Congress could in due course consider fullscale legislation along the lines of the White-Wheeler Bill. The results of the Cox Committee inquiry into the FCC also could be considered.

The situation requires headwork and action. Otherwise, look out for that Lord High Executioner, with or without full hearings.

JIMMY PETRILLO has done it again. He proposes a boycott by transcribers of stations declared "unfair" by his union for failure to shell out enough for staff orchestras. It's too late for the transcribers to expect a hero to ride up on a white horse and rescue them. The only recourse is a plea to the War Labor Board or to Congress.

Guestitorial

WHENCE POST-WAR TALENT?

By Lt. (jg) HOWARD M. PAUL
Public Relations Officer, Navy Pier, Chicago
(On leave from WTMJ—*The Milwaukee Journal*)

UPON the termination of this global conflic radio will enter a golden era destined to dwa into virtual insignificance broadcasting developments of the past quarter-century. How ma times have we in radio heard that optimisti note sounded by our ether-minded brethren!

Improvements in standard broadcasting an FM, the maturation of television and the pe fection of facsimile radio promise to provide field of opportunity rivaled only by the poten tialities of aviation. And that brings up th question before the house of broadcasters Whereas the very nature of this aerial w guarantees an overabundance of well traine specialists in all aspects of aviation, whe

(*Continued on page 38*)

Uncle Sam–Unsponsored

WHEN WORD got around last week th OWI was scrapping the *Uncle Sam* formu of Government production for local sponsorship, many were the station managers who first reaction must have been, "write and gi 'em hell." The letters are already pouring i on Washington, for *Uncle Sam* represented, t many of the 250 stations carrying the seri under sponsorship, an ideal solution to the war time information job, and related wa time business problems.

With the many advantages of the Un *Sam* formula in mind, the NAB War Co ference in Chicago last month, by form resolution, asked that the Government expa its plans for producing shows for local spo sorship. *Uncle Sam*, it appeared, got the wa message across, and at the same time brought badly needed revenue to those much belabore "loser" stations.

Unfortunately for the 250 who were making good with *Uncle Sam*, almost two-thirds o the nation's outlets (some 600 stations) we handling the program sustaining. These sta tions have asked for a better program, a sho which OWI says cannot be produced wi local sponsorship is permitted.

Conscious of its war information job, an perhaps worried over the legality of the Un *Sam formula*, OWI bowed to the majority. I plans a higher type program, using less ti and offering more audience appeal.

No one will doubt that Don Stauffer and hi staff at the Radio Bureau are acutely inter ested in the welfare of the stations. In adop ing chain break announcements last wee Mr. Stauffer gave convincing proof that OW is open and responsive to suggestion.

Although the Bureau's production budget i definitely limited, it might have been better i *Uncle Sam* had been continued in its origin format for stations that wanted it, and a ne series begun for those unable or unwilling t sell, who wanted a "little better show." Rad men know that big names are not necess for successful programming; that the lo program, with its own loyal following, c also do a job.

We Pay Our Respects To —

EDWIN PALMER HOYT

WHEN ELMER Davis, director of the Office of War Information, was confronted with selection of a successor to Gardner Cowles Jr., to head up the far-flung domestic activities of his organization, it didn't take him long to decide upon the right man. It was simply a question of getting him.

Palmer Hoyt, hard-hitting and enterprising executive head of the Oregonian Publishing Co. and its two stations, KGW and KEX, Portland, was the hands-down choice. Mr. Hoyt was given a six months' leave of absence and reports to OWI on June 20.

The appointment didn't come as a great surprise to "Ep" Hoyt's associates in Portland. In recent months his activities have been definitely tied to the war effort. As a matter of fact, he was approached by Elmer Davis a year ago about a top OWI job, but couldn't cut loose then.

"Mike" Cowles had been on the job directing domestic activities of OWI since last July. He left such private business interests as the presidency of the *Des Moines Register & Tribune* operations, the Iowa Broadcasting System, the *Minneapolis Star-Journal* and the pioneer picture magazine, *Look*, to come to Washington. He feels he must return to his private business interests, but he has no qualms about the handling of his activities here. Mr. Hoyt's selection, he said, "should be applauded by newspaper and radio men everywhere."

Of "Ep" Hoyt, Mr. Davis said: "He is a competent, experienced newspaperman who knows particularly well the problems and point of view of the West, which should be helpful to all of us here in Washington."

The OWI announcement labeled Mr. Hoyt "a Republican." So far as is known, this is the first time a political affiliation has been mentioned in an OWI announcement. Since "Mike" Cowles also is a Republican, it was evidently the desire to bring out that the latter's departure would not upset the political balance of OWI. "Mike" Cowles was an original supporter of the Wendell Willkie presidential campaign. He may become identified with the new Willkie campaign, if and when it develops.

"Ep" Hoyt is a journalistic success story. From modest beginnings, he heads one of the most important newspaper-radio operations in the country. He first gained national recognition as one of the youngest and most successful among the editors and publishers of metropolitan newspapers. Since the war began, he has been active in Government campaigns. He is state chairman of Oregon's war bond campaign and has been from its inception, and is active in innumerable civic and public affairs. He is national president of Sigma Delta Chi, journalistic fraternity.

Edwin Palmer Hoyt was born in Roseville, Ill., March 10, 1897, the son of a Baptist minister. He was raised in Vermont and Montana and came to Oregon in 1912. Before the war he attended Linfield College in McMinnville, Ore. World War I came along and young Hoyt enlisted in the 162d Infantry. He served 18 months in France successively as a private, corporal, sergeant and sergeant-major.

Deciding on a journalistic career, he returned home and attended the U. of Oregon, graduating in 1923 with an A.B. degree. He worked his way through college in such capacities as janitorial operations, representation of local merchants on the campus, and a lumberjack's stint during the summer.

He joined the *Oregonian* staff for two months following graduation, and then went to work as telegraph editor of the Pendleton *East Oregonian*. In 1926 he returned to Portland as copy reader on the *Oregonian*. That was the beginning of his meteoric journalistic rise. Successively he was copy reader (1926-28), reporter (1928-29), drama editor (1929-31), night city editor (1931-32), executive news editor (1932-33), managing editor (1933-38), publisher since 1938.

Commenting editorially, the Bend (Ore.) *Bulletin* recently said: "Skeptics who believe it no longer possible for young men to get ahead in this highly competitive world should consider the case of Palmer Hoyt, a Montana boy, who rose from the position of copy reader to the publisher of one of America's leading newspapers in a scant 13 years."

The *Oregonian*, in the 30's, when "Ep" Hoyt started making his influence felt, was one of those stalwart, staid newspapers with nearly a century of background and history and with little else. Under "Ep" Hoyt's aggressive leadership, the newspaper was made over from a conservative, tradition-bound

(*Continued on page 32*)

Personal NOTES

HAROLD J. BOCK, western division manager of press relations, NBC Hollywood, is accompanying Sam Hayes, network news commentator, on his two-week Pacific Coast recruiting drive to secure filter center volunteers for aircraft warning service of Army IV Fighter Command. They will travel via Army bomber from San Diego, Cal., to Port Angeles, Wash.

LESTER GOTTLIEB, director of publicity of Mutual, has returned to New York, after a three-week tour of Mutual affiliates. Mr. Gottlieb accompanied MBS president Miller McClintock on the first lap of the trip and continued when Mr. McClintock was forced to abandon the tour in Chicago where he was attacked with bronchial pneumonia.

HAL HUDSON, Pacific Coast program manager of CBS, Hollywood, has been appointed program sales director of the Pacific network, replacing Russ Johnston who resigned to join McCann-Erickson as Hollywood radio director.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, is convalescing at home following a major operation during mid-May. He expects to return to his desk in early June.

RALPH L. POWER, former Los Angeles radio counsellor and now with the Signal Corps, has been elevated to senior inspector, and is on duty in western field unit under jurisdiction of San Francisco zone headquarters.

JACK RICHARDSON, West Coast manager of recording division, NBC, Hollywood, is now in San Francisco to expand transcription facilities.

ROBERT K. RICHARDS, chief assistant to J. Harold Ryan, Assistant Director of Censorship for broadcasting, has returned from a West Coast trip where he conferred with foreign language station executives and met in San Francisco with shortwave officials of Censorship's Broadcasting Division.

ALEX ROSENMAN, commercial manager of WCAU, Philadelphia, and Rosalyn Lynch, were married May 12 in Philadelphia.

EDWARD E. KEELER, account executive of KHJ, Hollywood, has been elected treasurer of Alpha Delta Sigma, national advertising fraternity.

CRAIG MAUDSLEY, former radio director and account executive with the Harry J. Patz Adv. Agency, Baltimore, has joined the sales department of WIND, Chicago-Gary.

DONALD GREENLEAF has joined the commercial department of WJNO, West Palm Beach, coming from WBLK, Clarksburg, W. Va.

JOSEPH C. BURWELL, president of WMBS, Uniontown, Pa., has been presented the Distinguished Service Certificate by the American Legion, Department of Pennsylvania, for his "unselfish devotion to his community and his valuable contributions in time and effort to the American way of life."

NEIL BROOKS, recently of Radio Sales, has joined the sales staff of KLZ, Denver.

MERWYN McCABE, account executive of KFRC, San Francisco, is the father of a baby boy.

LT. (j.g.) JOHN R. PEPPER, owner of WJPR, Greenville, Miss., is to return to WJPR for a visit on leave from the 7th Naval District Headquarters in Miami.

PAULA BORAK, formerly of WWL, New Orleans, has joined Forjoe & Co., station representative, as head of the research department. Patricia Diamond has been transferred from research to sales.

DON SEARLE, new general manager of KGO, San Francisco, was guest of honor at a luncheon given by the Chamber of Commerce. Don E. Gilman, vice-president in charge of the BLUE western division, introduced Searle.

STANLEY YOUNG, sales executive of The Foreman Co., New York, will join Spot Sales Inc., New York, effective June 1.

DUDLEY BREWER, new to radio, has joined KWK, St. Louis, as a member of the Sales Service department. He did research and media work at the D'Arcy Adv. Co., St. Louis.

MELVIN DRAKE, manager of KGGF, was elected last week to the board of directors of the Coffeyville Chamber of Commerce.

JOSEPH KIRBY, account executive and head of the transcription department of WCOP, Boston, was last week accepted for OCS and was to leave May 21.

TOM COLTON, manager of WWSR, St. Albans, Vt., has been called to active duty with the Army Air Forces and sent to Keesler Field for preliminary training. Win Blake succeeds him as manager. Other new staff members are Art Bostwick, program director, and Bradley Hart, engineering department.

STUART MacHARRIE, formerly of WSRR, Stamford, Conn., and Radio Transcription Co., Hollywood, joined the sales staff of WJZ, New York, May 17.

EMMETT J. HEERDT Jr., office manager of WCCO, Minneapolis, has joined the New York Radio Sales Division of CBS, effective May 24.

MAKES
WKBW
Buffalo's only
50,000
WATT STATION
Blanketing 11 Eastern
Seaboard States
227,000 Square Miles
Over 12,000,000 people

New $350,000 Transmitter Plant
BUFFALO
BROADCASTING CORPORATION

BEHIND the MIKE

BAILEY AXTON, formerly with Erwin, Wasey & Co., New York, has become assistant program director of WTOP, Washington, in charge of production. In addition to production work for the agency he has had his own program, *The Singing Neighbor*, for Pertussin. He was previously with NBC in New York, WLW and KMBC.

HERBERT DEXTER, former announcer of WBAB, Atlantic City, has joined WPEN, Philadelphia.

MRS. LILLIAN ZATT, assistant director of publicity and head of special features of WNEW, New York, has been appointed acting publicity director, replacing Jack Banner, who resigned to enter military service. Mrs. Zatt also conducts a weekly program, *Cafe Television*, for Dumont Television Corp.

DOROTHY WEIL (Goodman), formerly of the publicity staff of WINS, New York, who has been freelancing two years, has joined Harry S. Goodman Radio Productions, New York.

GEORGE VOSS, recently assistant to S. James Andrews, radio director of Lennen & Mitchell, and who has served as production supervisor, announcer and program director, in the radio field since 1935, has joined CBS as an assistant director.

NELSON BRAGG, former announcer of WGAN, Portland, Me., has joined WIBG, Philadelphia.

EMILY AULL, news commentator and announcer of WNEL, San Juan, Puerto Rico, is in this country on a business trip. She has spent most of her trip in New York and Washington.

EARLE R. ALCOTT has been promoted from announcer to program director of KVOS, Wenatchee, Wis.

CARL CHRISTOPHER, announcer of KMOX, St. Louis, has been inducted into the Army.

ROGER STONE, of Muskogee, Okla., is to join KGGF, Coffeyville, June 1, as announcer.

ELSIE HOLMES, who recently joined WJDX, Jackson, Miss., as announcer, has taken in addition the jobs of traffic manager and publicity director vacated by Lyle Little, who enlisted in the Army.

BRYN MORTENSON, from WPIC, Sharon, Pa., has joined the continuity department of WING, Dayton. She will soon take a regular shift as announcer, in addition.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

HAL MOORE, who conducted *Start the Day Right*, musical program on WNEW, New York, reported for military service at Camp Upton, May 19. Program has been taken over by Billy Kelso, of *Milkman's Matinee*, which is now handled by Art Ford, with Jack Lescoulie continuing.

DICK WEAVER, formerly in newsroom of KOY, Phoenix, has been transferred to the announcing staff, replacing Bob Morris, resigned. Luise Putcamp, new to radio, has been added as apprentice news writer. Dorothy Tuthill, formerly of KPHO, Phoenix, has joined the KOY continuity staff.

FRANK GRAHAM, Hollywood announcer, has been assigned to the weekly NBC *Johnny Presents Ginny Simms*. He replaces Frank Bingman, training for the Army Signal Corps in San Francisco.

JIM CHRISTENSEN, news editor and war program manager of WSOY, Decatur, Ill., will join the announcing staff of WWJ, Detroit, May 24. He will be known as James Arlynn.

BEN ALEXANDER, Hollywood writer-announcer-actor, has been commissioned lieutenant (j.g.) in the Naval Reserve, and will be attached to Naval Aviation Corps.

FRED BRIGGS, formerly of KFAC, Los Angeles, has joined KHJ, Hollywood, as announcer. Other recent additions include Marvin Bet, formerly of WTSP, St. Petersburg, Fla., and Bruce Buell, of KVOE, Santa Ana, Cal.

Edwin Palmer Hoyt

(*Continued from page 31*)

publication with a falling circulation to a modern publication whose opinions are respected everywhere. The paper, after 92 years, even added a "bull-dog" edition, primarily for street sales, adorned with a pink page one and with screaming headlines in studhorse type. The editorial page was worked over, releasing three talented writers from their conservative bonds to such a degree that one of them became a Pulitzer prize winner.

In his spare time, "Ep" Hoyt has managed to blow off steam by selling more than 50 short stories and maintaining his hobbies of golf and fishing. The journalistic paper, *Quill*, said of him: "He possesses an interest in the other fellow and the world about him which make him a man's man first, and a newspaperman always."

"Ep" Hoyt married a U. of Oregon classmate, Cecile DeVore, of Heppner, Ore., in 1921. They have two children, Edwin Palmer 3d and Charles Richard. He has never lost his interest in colleges and kids. He always finds time to advise youngsters or to appear at the U. of Oregon campus for a fraternal initiation or some other function, or to make speeches at banquets, or just being around having fun.

He is a director of the Portland Symphony Society, trustee of the Multnomah Amateur Athletic Club, a member of the Portland Chamber of Commerce, and numerous other clubs. Aside from Sigma Delta Chi, which he heads, he is also a member of Chi Psi and Sigma Upsilon.

Not Quite

SIX-FOOT-FOUR of Harvey Olson, chief announcer of WDRC, Hartford, was more than could be accommodated by the Jap two-man submarine, touring the East for the Treasury, Harvey learned recently when he set out to do a broadcast from inside the ship. However, his ten-minute description of wiggles and twists trying to get inside the conning tower helped bring out crowds for the all-day Bond Sale.

HENRY SCHMIDT Jr., formerly of the sales promotion staff of McCann-Erickson, New York, has joined the research promotion staff of Mutual. He was at one time associated with Dr. Frank Gallup's Institute of Public Opinion.

HAROLD M. KARKAS, of NBC's press department, is recovering from an attack of pneumonia.

BILL REID has been appointed chief announcer at CKMO, Vancouver, and Al Erskine as program director.

JAY SIMS, announcer on CBS' New York staff, has joined the Army. Joseph Weeks, formerly of WHAS, Louisville, and WJR, Detroit, has joined the CBS staff.

FIELDEN FARRINGTON, CBS announcer, has written a short story which has been accepted for publication by *Story Magazine* probably in the July 1 issue.

SAM KAUFMAN, director of sales promotion and publicity of WCCO, Minneapolis, is the father of a baby boy born May 13.

TONY LA FRANO, announcer-newscaster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

CPL. WILLIAM MOORE (Peter Potter), former announcer of KMPC, Beverly Hills, and Aline Brandes, film actress, were married in Los Angeles May 16.

SKINNAY ENNIS, former musical director of the NBC *Pepsodent Show* has reported to Santa Anita Ordnance base as warrant officer.

FRED MARKLE, leading aircraftsman, former Canadian Broadcasting Corp. script writer of Vancouver now with the radio section of Royal Canadian Air Force public relations, has been promoted to sergeant.

PVT. LEN PEDERSON, formerly of CKCK, Regina, Sask., has been appointed to the radio section of the Canadian Army public relations staff.

GEORGE MATTAR, announcer of KGFJ, Los Angeles, has been inducted into the Army. Leonard Brown, new to radio, has taken his place. Luther Newby also has joined the announcing staff.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

XUM

FRED VOSBERG will resign as Radio director of the New York War Savings Staff. Date of his departure has not been set, nor has a replacement been named.

LAWRENCE RUDDELL, with the traffic department of NBC's International Division since 1940, replaces Earl Harder as head of the department.

MARION RADCLIFF has joined the publicity department of WNEW as assistant to Mrs. Zatt, acting publicity director. Miss Radcliff comes to WNEW from the radio department of *Billboard* and was formerly in the publicity department of Helena Rubinstein, New York.

LEON GOLDSTEIN, Publicity director of WMCA, New York, will serve as instructor in radio news, news and publicity writing and war programming at the summer radio workshop of New York U., which opens July 6 [BROADCASTING, May 17].

JANICE WIDMOYER, women's editor of WSAM, Saginaw, Mich., and Capt. John E. Johnson of Fort Brady were married April 17.

HOWARD FINGER, announcer, and James Muehlenbeck, announcer-engineer, of WSAM, Saginaw, Mich., have joined the Army. Harold Berg, from WARM, Scranton, Pa., and Rockwell (Rocky) Force, from WHIZ, Zanesville, Ohio, are now respectively in charge of continuity and of programming and production.

RAY SHANNON, from KQV, Pittsburgh, has joined KMBC, Kansas City, as program director, and Jack Fitzpatrick, from WJJD, Chicago, and KLZ, Denver, has joined the news department.

JACK LENNHOFF has joined W65H, Hartford, as a part-time announcer. Although only 17, Lennhoff has had previous announcing experience.

BERNARD PENROSE has joined the announcing staff at WIBG, Philadelphia, coming from WBAB, Atlantic City.

E. J. DEGRAY, office manager of WBT, Charlotte, N. C., is the father of a boy, born May 8.

EARL HARDER, traffic department head of NBC's International Division, has joined the Navy. No replacement has been named.

MONROE BENTON has resigned from the purchasing department of WOR, New York, to join the news and feature branch of the Office of War Information, New York. He will train for overseas service.

HELEN EARLY, formerly of the home economics department of KGO, San Francisco, has been transferred to the sales promotion department, where she is assistant to Bob Wesson, manager of promotion and publicity. She replaces Peggy Wood, who resigned due to ill health.

PATTY CRAIG, former radio actress, is in the NBC's first sound effects operator on the West Coast, at KPO, San Francisco.

BOB WILLIAMS, announcer of KPO, San Francisco, recently was transferred to production.

LEO RUMSEY, announcer, formerly of KGMB, Honolulu, has joined KPO, San Francisco.

JACK CARBUTT, chief announcer of CKMO, Vancouver, has joined CFJC, Kamloops, B. C.

GORDON SHAW has joined the engineering staff of WOR, New York, assigned to the transmitter in Carteret, N. J. Replacing John Ruddley, who resigned from the staff to enter the Army, is Kenneth Benjamin Tuttle.

AL ERSKINE has been appointed program director of CKMO, Vancouver.

WBYN Servicemen

THREE MEMBERS of the foreign language staff of WBYN, Brooklyn, are now in the armed forces, the station announced last week, including Rodian Slipij, former Ukrainian program producer and announcer; Alfredo Barea, m.c. of the Spanish program heard nightly at 6:30 p.m., and Joe Connelly, Irish program announcer.

CAL MORROW has joined WJNO, West Palm Beach, as announcer, after an absence from radio of ten years. His last job in radio was as production manager of WBIG, Greensboro, N. C.

MURRAY ARNOLD, program director of, WIP, Philadelphia before joining the Army, has been promoted to Corporal. He is stationed at Camp Van Horn, Miss.

BURRIDGE D. BUTLER, president of WLS, Chicago, supervised the Arizona Network stations KOY, KTUC and KSUN while in Phoenix last winter. He recently returned to Chicago. Jack Stilwill, announcer of WLS, Chicago, has been commissioned a lieutenant (j.g.) in the Navy and is expected to be called soon. Cy Harrice has resigned to join WGN, Chicago.

RUSS RAYCROFT, WGN producer, has enlisted in the Merchant Marine and is in New York for training. In addition to his WGN duties, Raycroft was a lecturer in radio at Northwestern U.

DR. MIGUEL ALBORNOZ, New York correspondent of *El Comercio*, Quito (Ecuador), newspaper, and now studying at Columbia U., has joined NBC's international public relations department to prepare special publicity material for Latin American newspapers and magazines.

MATT GETTINGS, of the production department of WPDQ, Jacksonville, is the father of a girl.

LEONARD LEVINSON, writer on the weekly CBS *Al Jolson-Monty Woolley Show*, has resigned to devote full time to packaging his own show, *Half-a-Million Smith*. Don Prindle, Victor McLeod, and Harry Edelman have been added to writing staff of the variety series.

LT. (j.g.) MARK BARTLETT, former production manager of WSB, Atlanta, has been assigned to duty in the Navy public relations office in Jacksonville, Fla.

W. K. AUGHENBAUGH, engineer of WLW-WSAI, Cincinnati, is the father of a baby girl born May 17.

DONALD A. BRINKLEY of the continuity department of WGN, Chicago, reported May 17 to Camp Grant, Ill., for induction in the Army.

BOB WALKER, announcer of WTOL, Toledo, has left to become editor of the Owens-Illinois Glass Co. new weekly trade publication in Bridgeton, N. J.

JAMES McNEAR, only two months with WFBL, Syracuse, N. Y., has resigned to wait orders from the Navy.

CAPT. RUSSELL A. GEHRING, former program director of WSPD, Toledo, O., is with the Fourth Ferrying Group, Memphis, Tenn., as public relations officer for the post.

CHARLES WHITE McGEHEE, previously with WSKB, McComb, Miss., has joined the continuity department of WSGN, Birmingham.

JOHN MURRAY has joined KXOK, St. Louis, as announcer. He comes from Louisville, Ky.

PATRICIA HOOLEY has succeeded William O. Aldridge as program director of WPAY, Portsmouth, O., being promoted from announcer and assistant program director. Mr. Aldridge has been appointed program manager of WSAZ, Huntington, W. Va., effective May 17.

DICK LAWRENCE, formerly of WBBM, Chicago, last week joined the announcing staff of WAIT, Chicago, whose staff is being increased.

WILF DAVIDSON, chief announcer of CKY, Winnipeg, has joined the Canadian Army. Earl Cameron, formerly with CHAB, Moose Jaw, Sask., has joined the staff.

BOB MORRISON, formerly announcer of CKY, Winnipeg, and lately with Canadian Broadcasting Corp., has joined the Royal Canadian Navy.

ROLAND J. MORRIER, from CBK, Watrous, Sask., has been appointed to the producing staff of the Prairie Region of the Canadian Broadcasting Corp., Winnipeg.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Which "Hartford" Are You Selling?

The Hartford Trading Area's 1942 Retail Sales were $475,739,000 (SM's est.). Of this total, the city of Hartford only had $185,500,000. Moral: reach the entire trading area by using WDRC. Basic CBS for Connecticut.

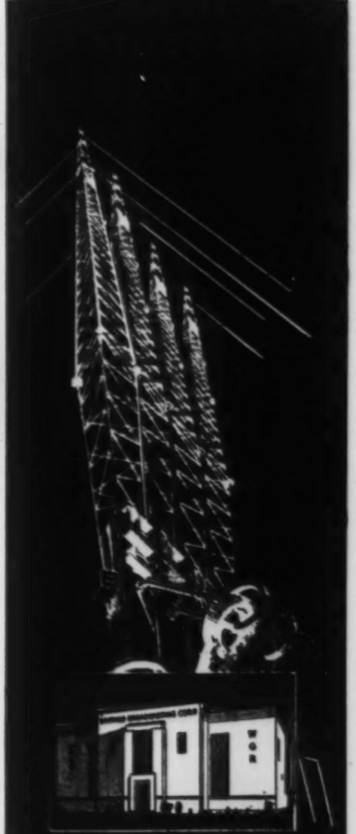
CBS

IT PAYS TO ADVERTISE ON THE SPOT

... with SPOTS!

JOHN BLAIR & COMPANY
NATIONAL RADIO STATION REPRESENTATIVES
CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

GIVES
WOR
BUFFALO'S LARGEST REGIONAL COVERAGE
5000 WATTS BY DAY
1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT



New $350,000 Transmitter Plant
BUFFALO BROADCASTING CORPORATION

"Plug" Kendrick says:

Results Bring Renewals! Arkay Furniture Company started WINN-vertising in July, 1940. They're still with us!

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BILL NUTTING, formerly of KWJB, Globe, Ariz., has joined KERN, Bakersfield, Cal., as operator-announcer, replacing Wesley Craig, now with the Navy.

CARROLL COLEMAN, has replaced Bob Seal as NBC producer on the weekly *Great Gildersleeve*, sponsored by Kraft Cheese Co.

CPL. DICK MISENER, formerly commercial manager of CKOV, Kelowna, B. C., and staff announcer of CKMO, Vancouver, is now stationed at Vernon, B. C., as instructor. He edits the camp paper, *Rookie*.

JOHNNY LANE has joined the announcing staff of CKMO, Vancouver. Jack Carbutt, chief announcer, is joining the Canadian Army.

ANN KEITH, announcer of KVSF, Santa Fe, has joined KFUN, Las Vegas, N. M.

BOB ATCHER, former vocalist of WJJD, Chicago, has reported for Army duty at Ft. Benjamin Harrison, Indiana.

GENEVIEVE CAPSTAFF, former sound effects technician of WGN, Chicago, has been appointed a producer for the station. She is the second woman producer on the WGN staff, the first being Mary Afflick.

THE STEELE TWINS, Clifton and Clifford, former musicians of WJJD, Chicago, last week reported together for basic training in the Navy at Great Lakes, Ill.

BOB MILLER, announcer and assistant producer of WGES, Chicago, has been appointed program director to succeed Arnold Hartley, who recently left to become program director of WOV, New York.

BILLEE MUSIL, formerly of KFWB, Hollywood, has joined Arthur Eddy, publicity service, that city, as assistant on film, radio and commercial accounts.

HUGH DOWNS, formerly of WWJ, Detroit, and recently honorably discharged from the Army, has joined the announcing staff of WMAQ, Chicago.

AL LAVALLE, announcer of WGES-WSBC, Chicago, reports for induction into the Army May 17. He is succeeded by Don Doolittle, former announcer of WISN, WTMJ, and WEMP, Milwaukee.

KSAM MAINTAINS 'EDITORIAL POLICY'

EDITOR, BROADCASTING:

In response to the suggestion by Com. Eugene F. McDonald Jr. [BROADCASTING, May 3] that broadcasters should lift their voices in editorial comment, this is to advise that "The Voice of KSAM", first lifted in April, 1941, has not since been stilled or lowered.

"The Voice of KSAM—this station's editorial column of the air," is a quarter-hour of opinions voiced every Sunday at 12:30. The only reason there isn't more of it is a shortage of manpower.

A former newspaperman, like a good many others now in radio, I saw no reason why editorial comment should be limited to the newspaper field — particularly when radio offered a far more powerful, and extensive, field of operations. The physical limitations of our 250 watts do not, perhaps, permit the molding of national opinion, but we're telling those within range of our amplified voice.

And—they're listening.

J. C. ROTHWELL,
KSAM, Huntsville, Tex.
May 12, 1943.

CBS 'Listening Diary' Resul Chart Flow of Audience Habi

Study Indicates Serials Best to Hold Listene While Musicals Have Largest Audience

TO CHECK survey methods for its intensive eight-station "listening diary" research, made for CBS by Industrial Surveys Co., Chicago, a test study in Washington, D. C., has revealed interesting new facts about listening habits which are true of that city and its environs at least.

CBS is still tabulating the results of the large survey made for its owned and operated stations last January, but has provided BROADCASTING with the results of the Washington research, together with a description of the techniques used in all of the listening diary studies to date.

In the nation's capital, daily use of the family radio was found to vary proportionately with the size of the family, ranging from an average of 3½ hours for single individuals to 6 hours and 8 minutes for families of five or more.

Program Types Rated

To check continuity of listening to various types of programs, CBS compared the daily audiences of three Monday-through-Friday daytime broadcasts, a dramatic serial, a newscast and a musical program, all quarter-hour broadcasts and all with coincidental rating between 8 and 10. The dramatic serial had the most consistent following, with a turnover of 1.8; the newscast had a turnover of 2.4 and the musical show one of 2.9. Other factors being equal, an advertiser would choose the serial to drive home his sales story to the same group of listeners, the musical show to reach the largest cumulative audience throughout the week.

The "diary" technique measures the flow of a station's audience, sometimes called station loyalty, throughout the day. In Washington at 7:30 a.m. 4% of the audience was made up of new listeners, 36% came from other stations and 60% were holdovers from the previous programs on the same stations. At noon, however, 54% of the listeners turned on sets which had been silent, 8% switched stations and 38% continued to listen to the same stations.

Changes in Audience

Measuring the change in audience make-up, the Washington survey showed that 100 sets in use at 6:15 a.m. in the city accounted for 190 listeners—90 men, 30 women and 20 children. One hour later, at 7:15 a.m., the urban audience per 100 receivers had grown to 220, but proportioned—70 men, 100 women and 50 children. The rural audience, during the same period, changed from a 6:15 audience of 260 per 100 sets—100 men, 110 women and 50 children—to 25
7:15—80 men, 110 women an
children.

Such data, while secured by C primarily for managers of it & O stations, should prove e helpful to advertisers and a cies, CBS believes, as they basic radio statistics of a competitive nature which a the industry's general fund of formation about the habits of average listener.

Speidel Newspapers For License of W

RICHARD E. COON, chief of Poughkeepsie Broad Corp., Poughkeepsie, N. Y., ator of WKIP, applied to the last week for permission to fer control to Poughkeepsie papers Inc. The sale involves shares of common and 80 of preferred stock, for which Coon would receive $10,600.

The newspaper corporation the same stockholders, officers directors as WGNY, Newburg Y., with Merritt C. Speidel, ident; John B. Snow, vice ident; Edward A. Chappell, urer; Harry S. Bunker, secre The officers are on the board directors, which also includes ert M. Speidel. In addition to directors, other stockholders Edna M. Speidel, Marjorie J. del and Merritt C. Speidel Jr.

The Speidel newspaper interests besides owning several weekly and daily papers in various parts of the country, are also interested in KFBC, Cheyenne, Wyo., and KDON, Monterey, Cal. [BROADCASTING, July 7, 1941].

Talent Mobilization

PLANS to mobilize personnel and resources of the entertainment industry in an all-out war program will be formulated at a conference to be held at the Hotel Edison, New York, June 3-4, under auspices of the Associated Actors & Artists of America, parent organization of all AFL talent unions.

AP

WBRY, Waterbury, Conn.

. . . Your new telescript, "Washington Inside Out", was sold before you transmitted the first program.

Walter Howard,
Program Director.

available through
PRESS ASSOCIATION
50 Rockefeller Plaza
New York N. Y.

G. E. builds FM's future on these four facts

G. E. Builds Both FM Transmitters and Receivers

G.E. is the *only* manufacturer with experience in building the complete FM system — FM broadcasting equipment and FM home receivers. Radio research and volume production for war are yielding new possibilities for further improving FM equipment.

G. E. Has Program and Equipment Experience

Three years of broadcast experience in its own proving-ground Station W85A, Schenectady, will enable G.E. to help new FM stations get started quickly. General Electric's experience also includes equipping more than a third of the 36 commercial FM broadcast stations now in operation.

G. E. is Telling Public the Advantages of FM

A powerful G-E advertising campaign in the nation's big-circulation magazines and the thrice-weekly nation-wide G-E program over C.B.S.—Frazier Hunt and the News—are pre-selling the public on the advantages of FM—and are steadily building an expanding post-war market.

Survey Proves Vast Increase in FM Acceptance

An independent consumer survey reports that: The public already strongly approves FM; 85% call it a definite improvement over conventional broadcasting; present owners of G-E FM receivers are the most enthusiastic of all FM owners! . . . *Electronics Department, General Electric, Schenectady, N. Y.*

TRANSMITTERS
STUDIO EQUIPMENT
ELECTRONIC TUBES
ANTENNAS
RECEIVERS

GENERAL ELECTRIC

180-84-8914

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

COMPLETE STATION EQUIPMENT

FM · TELEVISION · AM

WAVE DOESN'T CATER TO PEOPLES (Ky.)!

Honest—we're not the least bit anti-social, but Peoples (Ky.) and dozens of other little towns *combined* just don't add up to much of a market. So we just concentrate on the Louisville Trading Area, with its 1,336,000 people, doing 53.9% of all retail buying in the whole State! That's the market we reach—the market you want. With WAVE, it's yours at lowest cost!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

5,000 Watts
(Day and Night)

A personality operation that assures you a responsive mass audience at a record low cost per listener.

A FORT INDUSTRY STATION

COLUMBIA
WMMN
Fairmont, W. Va.
ASK JOHN BLAIR

Vandeburg Quits OWI For Aircraft Council

Mr. Vandeburg

CLYDE VANDEBURG, formerly director of public relations for three western "World Fairs", has resigned as deputy director of the OWI, and chairman of the government's Inter-Departmental Production Information Committee, Gardner Cowles, Jr., director of the Domestic Branch announced last week. Mr. Vandeburg will become general manager of the Aircraft War Production Council, East Coast, but will continue with OWI as a non-salaried consultant on labor and management industrial relations in the aircraft field and elsewhere.

In 1936, he was with the California-Pacific International Exposition in San Diego, where he introduced radio and p.a. installations. In 1937, he was Director of Information at the Texas Centennial, again using large radio installations. He was later Director of Publicity for the Golden Gate Exposition in San Francisco, resigning in the fall of 1939 to go with Packard Motor Car Co. in charge of industrial relations. He had been with the government since January, 1941 when he took a major role in early WPB production drives.

War Dept. Amateurs

AS A BOOSTER for Civil Service morale, the CBS Major Bowes program, which in recent weeks has been originating at Army camps, last week broadcast from Constitution Hall, Washington, and featured as contestants civilian employes of the War Dept. For two weeks before the broadcast, Bowes' representatives conducted a series of talent auditions, listening to more than 400 vocal, instrumental and specialty acts by inhabitants of the Army's huge Pentagon Bldg. Among the War Dept. employes who appeared on the show was Bill Coleman, script writer in the Radio Branch of the Bureau of Public Relations.

'Story' Case Argued

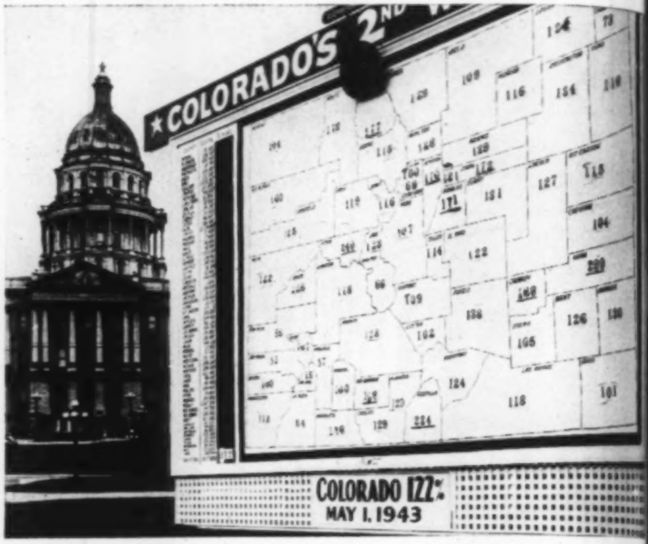
ARGUMENTS of AFRA and the BLUE on the commercial or sustaining status of the *My True Story* series on the BLUE, which is carried on a sustaining basis, although *True Story* magazine is credited on each broadcast as the source of the story material, were heard last Tuesday by a three-judge panel operating under the auspices of the American Arbitration Assn. Decision is expected in the near future, probably this week.

WPTZ in Operation

PHILCO RADIO & TELEVISION Corp. began operation May 19 of its new television station, WPTZ, according to Paul Knight, program manager. Installation and testing of transmitter, at Wyndmoor, Pa., had been delayed by war demands on company's engineering facilities. Tentative schedule calls for regular telecasts every Wednesday and Friday at 8:30.

COLORADO MEDIA COOPERATE

KOA Carries Nightly Reports By Governor in Bond Drive That Runs 134% of Quota



OUTDOOR MEDIA, radio, and newspapers coordinated efforts to p over Colorado's Second War Loan, oversubscribed in the final tabulatio by 34%. Erected on State Capitol grounds by authorization of Go John C. Vivian, this giant billboard lists counties and quotas.

HAILED by the Treasury as one of the outstanding examples of coordination of radio, newspaper and billboard exploitation, Colorado's bond sales in the Second War Loan Drive gave the State 134% of its quota of approximately 39 million dollars, according to final tabulations last week released by KOA, Denver, focal operation of the all-media, State-wide drive.

Radio was accorded a bigger-than-average share of the credit for putting the campaign over. Regarded as the main factor in keeping the competition hot was the nightly report over KOA by Colorado's Gov. John C. Vivian, citing latest figures, county by county, saluting those in the lead and spurring on others. A giant master billboard, erected on the State Capitol grounds by authorization of the Governor, kept tally on the competition.

Many Exceeded Quotas

Seemingly a simple procedure, the Governor's talks meant many hours of work behind the scenes. Every day county chairmen of the War Finance Committee wired or phoned their percentage quota standings. Manager James R. MacPherson tells how KOA tabulated the returns to show county quota progress for the day, and these figures were transmitted to the people in the Governor's broadcasts. Not only did the program fan the public's spirit of competition, but it fired the thousands of War Bond field workers with renewed daily enthusiasm. So intense was rivalry between counties that some spurted to totals as high as 200% of quotas.

All media cooperated during the drive, with outdoor advertising playing a notable part. By authorization of Gov. Vivian, the master billboard, giving all county quotas and marking their progress was erected on State Capitol grounds at the outset of the campaign. Through cooperation of Beall Hart, of General Outdoor Advertising, every county received a large outdoor poster to mark its sales. Newspapers gave prominent space to the campaign's progress and the Governor's talks.

Edwards Broadcasts

Two broadcasts of the Ralph Edwards *Truth or Consequences* show, with admission by bonds, were sold out so completely that KOA had to get Edwards to put on a personal appearance show the Friday evening preceding his broadcast. Over $6,500,000 in bonds was raised through the broadcasts.

Lorillard Answers FTC

P. LORILLARD Co., Jersey City, in answer to a Federal Trade Commission complaint of misleading advertising for Old Gold and Sensation cigarettes and Beech-Nut smoking tobacco, admits featuring an article in the July 1942, issue of *The Reader's Digest*, but denies that it has done more than inform the public about what the article said. The company also declares that its published testimonials were all genuine in all respects. Allegations as to the other products named in the complaint are also denied.

Awards and Rewards

IT has been our earnest endeavor to serve the public in the WMCA area by offering worthwhile programs, keyed to the tempo of the times. We are pleased that the effort has been recognized by Ohio State University and the Women's National Radio Committee in their annual awards.

* * *

A radio station in these times has a function to perform for its audience. Over and above the purposes of providing popular entertainment, is its duty to create and broadcast programs of significance which keep alive the principles of democracy. This purpose we shall strive to maintain in the future as in the past.

wmca NEW YORK

America's Leading Independent Station

Representative: Weed & Co. • Chicago Detroit • Hollywood • Boston

"LABOR ARBITRATION"

conducted by Samuel R. Zack
Sundays 9:03—10:00 p. m.
has received from Ohio State University
the National First Award for
Public Discussion Programs
1941 . . . 1942 . . . 1943

THE WOMEN'S NATIONAL RADIO COMMITTEE

has awarded WMCA a citation for
"programs furthering democratic ideals
and public service"

In addition, the May bulletin of the WNRC, "Important Programs in War Times", lists six programs from New York Independent Stations. Five of them are WMCA programs.

Guestitorial

(*Continued from page 30*)

does radio plan to go for the horde of skilled craftsmen it will need.

True, the technical radio training offered by the various branches of the armed service is certain to produce many top-flight technicians. But how about announcers, producers and actors, writers and other artists certain to be in greater demand than ever before? If the progress in production and showmanship is to match the technical improvements in radio it would seem to be high time for the broadcasting fraternity to start making plans for personnel training.

What steps are now being taken for the instruction of potential radio talent? Eliminating the "Take-Our-Short-Course-And-Sell-Your-Soap-Opera" schools on their worth, it appears that the only legitimate educational facilities for training budding young writers, etc., are those to be found in our colleges and universities. There, under the tutelage of a drama instructor who won his spurs in 72 consecutive performances of East Lynn or a journalism professor who wrote his masters thesis on flagrant misuse of the semi-colon in 18th century literature, those who aspire to key positions in radio receive their training.

Radio is a specialized field, just as law, engineering, medicine or dentistry. True, it draws for its talent upon the moving picture, vaudeville, the concert stage and various other media of entertainment. But it is very definitely a specialized art and will become more and more so as it grows. Our universities have their schools of journalism, schools of business, schools of physical education, and so on. Have you ever heard of a university-sponsored "school of radio"? We haven't. Does this fault lie with the universities or with the radio industry itself? We are inclined to blame the latter and give as the reason—just plain lack of interest. It's time we embar on a program of educating the ed cators in the value of sound, pr tical radio training. Is there a plausible reason why a system ca be devised whereby those who s places in the broadcasting prof sion can be trained before they a full-time station employes, rece ing full salaries while learning!

The drain on man-power broug about by the war has inspired se eral stations to start their o schools for announcers. Others h taken it upon themselves to tr technicians. Aristotle, or one of h contemporaries, once quipped so thing about necessity being t mother of invention. And mayb in taking these emergency steps t pioneering stations have laid t foundation for a program of rad education supervised by the ind try itself.

The matter's open for discussi What's your solution to the pr lem? Or is it a problem . . .?

Coming Events

KXOK, St. Louis, in a tieup with the *St. Louis Star-Times* and the 29 Fanchon & Marco theatres, is promoting a Bond selling campaign to replace the bombers lost in the raid on Tokyo. For each $175,000 in Bonds—the cost of a medium bomber—a scroll bearing the names of the buyers is condensed on microfilm and placed in the fuselage of the bomber purchased.

Double-Mix Spots

DOUBLE-MIX Inc., Kansas C (butter amplifier), has purch the quarter-hour twice-weekly a ernoon program, *Meet the Mi* on WBBM, Chicago. Varying sch ule of programs and one-min spot announcements is being u currently on KSO, Des Moin WFBM, Indianapolis; KMBC, K sas City; KSD, St. Louis; W Cedar Rapids. Agency is Jer G. Galvin Adv. Co., Kansas City.

"A Great Radio Station in the Great Southwest"

Keep your advertising message pulling sales and goodwill on

The full CBS-schedule station for South Texas, located in

San Antonio, one of the nation's greatest military centers..

Acknowledged one of six fastest-growing metropolitan areas most likely to retain gains in postwar era.*

550 KC

Nationally Represented by
JOHN BLAIR & CO.

* Philip M. Hauser's Recent CENSUS Forecast.

MEMBER Taylor-Howe-Snowden Group COMPRISING

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

TWX DLS 297 KEN L. SIBSON, General Sales Manager TEL. RIVERSIDE 5663

CENTRAL SALES OFFICE — 805-6 TOWER PETROLEUM BUILDING — DALLAS, TEXAS

2,000 Women Wanted

TWO THOUSAND women will r ceive training in military comm nications work under a new pl just announced by the War Dep Training program has been a ranged by the Signal Corp Office of Education, and Women Army Auxiliary Corps. Enli ments are now being accepted a all WAAC recruiting offices f the new courses, to be taught i about a dozen schools distribu through the nine Service Com mands. Trainees will learn ra code operation, radio repair, t typewriter operation, and simi Signal Corps duties, as civili Civil Service employes, paid on basis of $1020 a year for the fi three months and $1440 for t succeeding three months.

New Schenley Show

REVISING program form Schenley Distillers Corp., Ne York (Roma wines), starts it weekly CBS half-hour series und new title, *Fiesta Night at Grap vine Rancho*, with June 3 broadca Thursday, 8-8:30 p.m. (EWT), r peat 9:30-10 p.m. (PWT). Mar Astor will be m.c. with Charli Ruggles and Mischa Auer as fe tured comedians. Carlos Rami South American vocalist, and La Gluskin, musical director, will b retained. A mixed chorus will b added. Russ Johnston, radio dire tor of McCann-Erickson, will pr duce. He replaces Tom McA executive of James L. Sap Agency, Hollywood talent serv which packaged the original sh Series started March 4 under a 2 week contract.

O FUNDS SO WOCB GOES OFF THE AIR

OCB, West Yarmouth, Mass., be- e the second station to go off e air since the FCC's policy rul- of March 9 which refuses to w stations to quit the air for duration without prejudice. A egram from the station to the CC last week said: "WOCB off r indefinitely. Power and phone sconnected. No tower light. No nds." WOCB operates on 1240 with 250 watts.

While WOCB, according to the mmission, had not previously re- ested permission to suspend op- ation for the duration, it is be- ved the station has been in ancial straits for some time, the ape country in which it is lo- ted having been one of the first ctions to feel the strictures of artime economy. It is not yet own, however, what plans the ape Cod Broadcasting Co., owners WOCB, have for returning to the r, no further information having en received than that contained the telegram to the FCC. Four tions in all have left the air this ar because of wartime stresses—JWC, Hammond, Ind.; WBBR, ooklyn; WPID, Petersburg, Va.; ASH, Grand Rapids, Mich., was mbined with WOOD, Grand Rap- s, a sister operation of Kind- endle Broadcasting Co.

The absence of a tower light at OCB constitutes a hazard to air- aft flying in the area, according the Civil Aeronautics Authority, d until the Air Safety Division notified that the light is again rning or that the tower has been smantled, notices will be sent rough regional offices to all pilots ying in the area.

CKY PROGRAM JOB O ROBERT FLEMING

OBERT M. FLEMING, vice- resident and radio director of arry M. Miller, Cincinnati agency, as been named program and pro- duction manager of WCKY, L. B. Wilson, owner of the station, announced.

Mr. Fleming

Mr. Fleming has been in advertising and radio production for the past ten years, and is currently writer and producer of *Let Free- om Ring*, WCKY program dedi- ated to Red Cross blood donors by tokes Industries. He has also been ctive in dramatization of news for anscription locally and through- ut the South and East.

A resident of Cincinnati since 919, he was president of the Ad- ertisers Club in 1931, and a mem- er of the Board of Governors for l years. Previous to his work in dio writing and producing which egan in 1933, he was with several incinnati industrial firms as ad- ertising and sales executive.

ARRY W. FLANNERY, Holly- ood news analyst on the twice- eekly series sponsored by Planters ut & Chocolate Co. on CBS Pacific ations, has been signed as technical visor on the 20th Century-Fox film, "Last Train from Berlin".

Statisticians tell us that KPO is 99.9996% perfect (KPO just won the General Electric Award for mechanical performance)... The Peabody Award Committee tells us that KPO's STANDARD HOUR and Standard School Broadcast rate number 1 for "outstanding entertainment in music." And advertisers tell us that KPO is tops in coverage lowest in cost per listener.

Get the facts... and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

'KSO Makes Good Record in Fruit Sales'

. . . Says Harold West

As head of the O. B. West Company, one of Iowa's large distributors of perishable foods, Harold West knows the feel of radio at work. From his experience comes this first hand report:

"During 1942, the United Fruit Company sponsored a series of programs to help housewives plan nutritional menus. Fruit is a big item with us—so our sales soon showed the benefit of these broadcasts over Station KSO.

"We particularly liked the way that KSO's home economist, Helen Watts Schreiber, wove information on fruits into her daily broadcasts on foods and meal-planning.

"Last fall, KSO also hung up a good performance record in their broadcasts for the American Cranberry Exchange, drawing hundreds of recipe-requests during a short seasonal campaign . . . and helping us Iowa distributors show a good record in cranberry sales."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

Agencies

SAM FULLER, of the radio production staff of Young & Rubicam, New York, was sworn in as a lieutenant (j.g.) in the Naval Reserve last Monday and is awaiting his orders. No replacement has been named.

RICHARD E. HACKENGER, formerly of McCann-Erickson, Detroit, where he served the Ford Motor Co., on the *Ford Sunday Evening Hour* on CBS, has joined Campbell-Ewald, New York, as a director, to handle the N. Y. Philharmonic symphony broadcasts now sponsored by U. S. Rubber Co., New York.

SAM WEISBORD, of the radio department of William Morris, New York, talent agency, has joined the Army, and Phil Weltman, also radio, leaves for the same purpose in July. Maurice Morton and George Gruskin, in the radio department of the agency's Hollywood office, are also scheduled for induction.

WILLIAM F. FIELDER, of Fielder, Sorensen & Davis, advertising agency, San Francisco, was elected the new president of San Francisco Advertising Club on May 12.

BROOKS MIDDLETON, former copy writer of Schwimmer & Scott, Chicago, has joined W. W. Garrison & Co., Chicago, as vice-president in charge of copy.

ROBERT PIGGOTT, formerly on the research staff of Needham, Louis & Brorby, Chicago, has joined BBDO, Chicago, as spacebuyer.

MARTIN GOSCH, producer of William Esty & Co., on the CBS *Camel Comedy Caravan*, sponsored by R. J. Reynolds Tobacco Co., signed contract with MGM as associate producer in early May. He will continue to produce the radio series for the current season.

J. WILLIAM SHEETS, head of J. William Sheets, Seattle, returns to his desk in late May following two-week business conference in New York.

W. REED JOHNSTON, a former copy and account executive with C. P. Clark Inc., Nashville, and Meyer Sacks, former vice-president of Bruck-Sacks Inc. and copy chief of Ratcliffe Adv., have joined the copy staff of Gardner Adv. Co., St. Louis.

JAMES N. RILEY, former copywriter of Ruthrauff & Ryan, and Blackett-Sample-Hummert, Chicago, has joined the copy staff of Russel M. Seeds Co., Chicago where he will work on the Grove vitamins account.

JOHN COHAN, writer-producer of Smith & Bull Adv., Los Angeles, and Sudie Cannon of that city, were married in Las Vegas, Nev., on May 5.

"PULSE OF THE MAGIC VALLEY"

Agricultural Wonderland

◆

KTFI

TWIN FALLS
IDAHO

1000 W. 1270 Kc.

SPECIAL Y&R DEPT. FOR LATIN AMERICA

YOUNG & RUBICAM, New York, has set up a Latin-American department, to service current and future accounts advertising in southern countries. Manager of the new division, which was organized May 3, is Ovid Riso, formerly advertising manager of the international division of RCA Victor Co.

Mr. Riso, who has made a number of trips to Latin America, for the latter firm, was for five years on the editorial staff of McGraw Hill Publications, handling electrical merchandising and radio retailing material. Previously he was associated with the Alexander Hamilton Institute, in the advertising and printing department.

Several Y & R accounts have used Latin American advertising, the most recently active being Consolidated Aircraft. New department's plans are still in the formative stage. Present personnel includes Mr. Riso, and Julia Puig, secretary.

LT. JACK DIAMOND, former radio director of John Falkner Arndt Adv. Agency, Philadelphia, and now with the Army Ordnance Dept., and Sylvia Ostroff, former receptionist of WIP, Philadelphia, were married last week.

H. LEANDER LESSERAUX, former advertising manager of United Petroleum Products, Philadelphia, has joined Julian G. Pollock Adv. Agency, Philadelphia, as account executive.

ERLAND ADV., New York, is the agency for Lane Bryant, New York, incorrectly reported in BROADCASTING, May 17, as purchasing time on WLIB, Brooklyn, through Cramer-Tobias-Meyer. Erland has moved to new quarters at 18 East 41st St. Telephone number is Murray Hill 5-4764.

CHARLES H. PINKHAM, vice-president and chairman of the plans board of Erwin, Wasey & Co., New York, is serving as temporary radio director of the agency. A permanent replacement is being sought for Edward J. Fitzgerald, resigned to join Donahue & Coe, New York, as radio director.

DONALD M. BROWN, of the copy department of Schwab & Beatty, New York, has been appointed copy chief, effective at once.

HERB R. BEAVEN, account executive of Brisacher, Davis & Van Norden, Los Angeles, has been made a vice-president.

Eugene Thomas Elected Ad Club WAC Chairman

EUGENE S. THOMAS, sales manager of WOR, New York, has been elected chairman of the executive committee of the War Activities Council of the Advertising Club, succeeding James Werblow, sales manager of Polygraphic Corp. of America. Mr. Werblow continues as a member of the committee and is also project director of local participation in campaigns instituted by the Army. Vice-chairman of the WAC executive committee is Carl J. Balliett of Morse International. Russell Wertz of Window Adv., has been elected a member of the committee.

The WAC last Thursday gave a special luncheon at the Advertising Club in honor of Chester LaRoche, chairman of the Advertising Council, who spoke on the Council's future plans.

GOING SHERLOCK one be
this sponsor-agency-network ex
tive trio attempts to unravel we
mystery during informal discus
preceding recent broadcast
the Mutual *Sherlock Holmes* seri
Half-hour dramatic program st
ed in early May for 52 weeks
der sponsorship of Petri Wine C
San Francisco. Amateur sleu
(l to r) are Sydney Gaynor, c
mercial sales manager of Don L
Broadcasting System, Hollywo
Howard O. Williams, vice-presid
and general manager of Erw
Wasey & Co., San Francisco, a
Louis Petri, president of Pe
Wine Co.

Shappe-Wilkes Agen
Organized in New Yo

JESSE E. WILKES, who has
signed as vice-president and a
count executive of Jasper, Lyn
& Fishel, New York, has joi
with Louis Shappe, president
Shappe Adv., New York, to fo
a new agency under the name
Shappe-Wilkes Inc., with headqu
ters continuing at 215 Four
Ave., New York, location of th
former Shappe agency.

Two other members of Jasp
Lynch & Fishel, have come o
to the new agency with Mr. Wil
—Milton M. Hermanson, co
chief, who continues as such w
Shappe-Wilkes, and Samuel Go
den, who has been named produ
tion manager. Firm handles lar
ly products in the radio, recor
ing, and musical instrument fiel
Mr. Wilkes is secretary-treasur
of the new agency.

New Timebuyers

RICHARD WHITMORE an
Frank Haas have joined the tim
buying staff of Lake-Spiro-Shu
man, Memphis. Mr. Whitmo
comes from the Wm. B. Wisd
agency where he was in charge
radio. Mr. Haas was a member
the radio department of Ruthra
& Ryan, New York. Clarke
Brown is radio director of Lak
Spiro-Shurman.

SMALL BUDGETS
GET BIG RESULTS
on the station that
Covers ALL Western
NORTH CAROLINA

WHKY

HICKORY, N. C.
5000 W.D. 1000 W.N. 1290 K.C.
Nat. Rep. Howard H. Wilson Co.

RADIO RATING AA2X FOR REPAIR PARTS

PREFERENCE RATING for broadcast maintainance and repair items was changed by the WPB last week, as the general maintainance and repair order, CMP-5, went into effect. Although provisions of P-133 remain in effect, the broadcaster's rating is now AA-2 instead of AA-2X.

One additional change in provisions of P-133 brought about under CMP-5 is a limitation on the quantity of material that may be used for maintenance and repair. According to CMP-5 this quantity must not exceed the amount used in 1942.

The rating AA-2X is applied by broadcasters in certifying orders for materials. When such materials are not obtainable, priority assistance may be had from the Foreign and Domestic Broadcast Branch of the Radio & Radar Division by filling out form PD-1A.

New Sun Spots

SPOTS on the surface of the sun observed May 16, are probably the beginning of a new sunspot cycle, the U. S. Naval Observatory reported last week. The sun has recently been passing through the final phase of a cycle which reached its maximum in the fall of 1937, the Navy pointed out, adding that cycles in the past have lasted 11 to 13 years. The effect of sunspots on telegraphic and radio transmission has long been a subject of study.

Mrs. Lewis a Grandma

DOROTHY LEWIS, NAB coordinator of listener activity, who has traveled 80,000 miles and visited 47 states and Canada, was right on time recently for the arrival of her first grandchild, born in Ithaca, N. Y. A few hours after she arrived in Ithaca, Thomas Lewis Gage was born to her daughter.

LYMAN BRYSON, CBS adult education board chairman, and moderator of People's Platform, weekly sustaining series on that network, received an honorary Doctor of Laws degree from Occidental College, Glendale, Cal., on May 17.

AAAA Convention

(Continued from page 16)

which will be staged this fall in the 38 critical areas and in other localities which may become critical, describing the advertising and publicity material which has been prepared for use by local committees. One-minute and five-minute radio spots, some of them transcriptions featuring Lowell Thomas, Kate Smith and other radio stars, together with other suggestions for special feature broadcasts, are included in the radio material. Newspaper copy and layouts, movie shorts, outdoor posters and store display material will also be distributed, he said, to get women to go to work not only in war plants but in all other essential community activities, such as transportation and communication companies, restaurants, etc.

OWI Campaign

Mary Brewster White, OWI manager of Women's Campaigns, described the national campaign to be launched in September as a background for the local drives, declaring that 75,000 more teachers, 140,000 more nurses and 2,500,000 more women in industry and business will be needed by the end of the year, when one-third of the country's workers will be women. She stressed the need for advertising support in selling women the importance of the many unglamorous jobs that are just as necessary as those in aircraft factories and munitions plants.

Starting just before Labor Day, womanpower will be "given the works" by the OWI, she stated, with top network allocation for three weeks in addition to many special programs. Many national magazines are devoting their September front covers to this drive and giving it editorial support, she said, and she urged advertisers to tie their advertising in all media in with the campaign.

The over-all food situation was discussed by Morse Salisbury, director of the Department of Agriculture's Office of Information; Albert Whitman, OWI campaign manager on nutrition, told how advertising can help on the nutrition problem, and Leo Burnett, president, Leo Burnett Co., discussed black markets. Thomas D'A. Brophy, president, Kenyon & Eckhardt, presided at this Friday morning session.

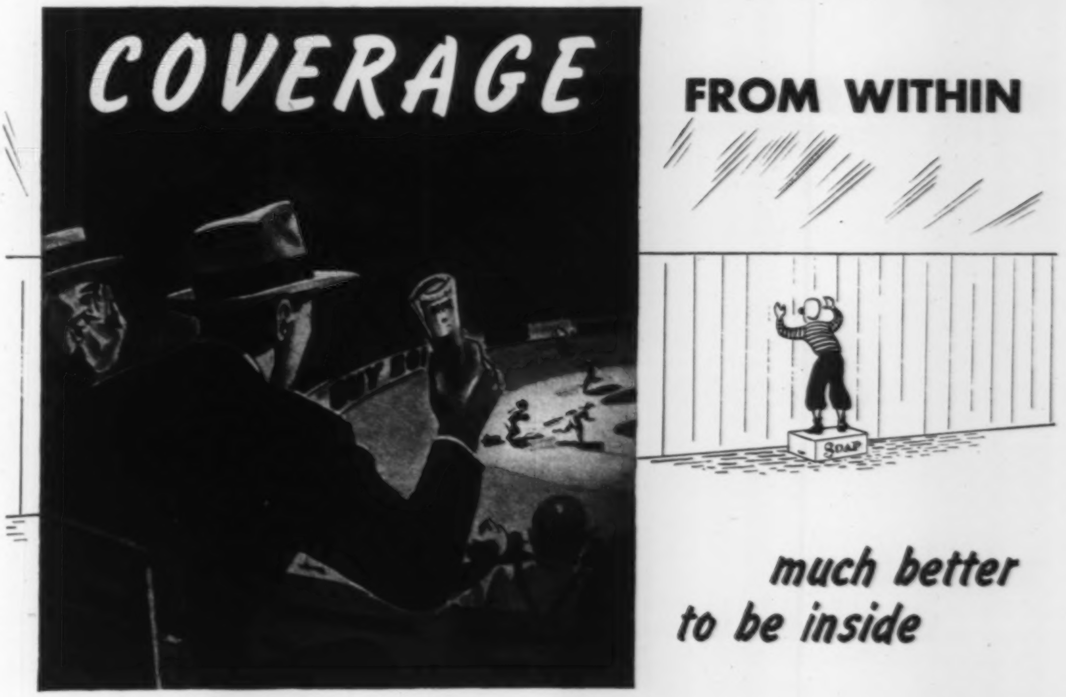
New Sunsweet Series

TO PROMOTE Sunsweet Prune Juices, and a number of apple products including juices, jellies and cider, Duffy-Mott Co., New York, starts a 13-week 10-minute program on Mutual June 21, Monday, Wednesday and Friday, 11:50 a.m. to 12 noon. Imogene Wolcott, women's commentator heard on WOR, Mutual's New York affiliate, will conduct the series, featuring news and information on home economics. Agency is Al Paul Lefton Co., New York.

Pearson to Take Over Foreman Co. Stations

UNDER A NEW representative setup arranged between the principals last week, John E. Pearson Co., station representatives, effective June 1 will take over the sales and service of stations represented by the Foreman Co. Under the combined expanded operation, Edward Foreman, president of the representative firm bearing his name, is to work out of the Pearson offices in Chicago at 360 N. Michigan Ave., while in New York the Foreman Co., headed by Lillian Selb, has moved into the Pearson quarters.

John E. Pearson will be in charge of the entire organization. Stations represented by the Foreman Co. are WIND, WQXR, WCAR, KATE, WLOL, WHBL, KLCN, KBST, KCMC, KGXL, KPLT, KRBC. Southern Minnesota Network. Stations represented by the Pearson Co. are KGBX-KWTO, KDTH, WEW, WJJD, WIRE, KGGF, KSAL, WAOV.



Take a seat inside if you want to enjoy radio coverage of all of Central New England. True, you can get a knot hole view from the outside, but that's about all. Ears and dials are tuned to WTAG, Worcester, in excess of any other station heard in the area.

With WTAG you blanket a huge industrial war market. Army and Navy E flags already fly from thirty-one of Central New England's 400 war-engaged industries. No wonder Worcester, with $396 per family, leads the nation's cities of 100,000 or better, in per family food expenditures. No wonder payrolls soared 53% in 1942. Worcester is a MUST market in Massachusetts.

When You Buy Time—
Buy An Audience
WTAG
WORCESTER
The only station which
Central New England

Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives

Associated with the
Worcester Telegram-Gazette

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Dryden & Palmer, New York (Gravy Master), 7 *sa*, thru Samuel C. Croot, N. Y.

Dif Corp., Garwood, N. J. (cleaner), 39 *sa*, thru Grey Adv. Agency, N. Y.

Ludens Inc., Reading, Pa. (cough drops), 156 *sa*, thru J M. Mathes Inc., N. Y.

Beech-Nut Pkg. Co., Canajoharie, N. Y. (chewing gum), 26 *sa*, thru Newell-Emmett, N. Y.

Lever Bros. Co., Cambridge (Rinso), 30 *ta*, thru Ruthrauff & Ryan, N. Y.

Benrus Watch Co., New York, 65 *sa*, thru J. D. Tarcher Inc., N. Y.

Lever Bros. Co., Cambridge (Continental Soup Mix), 6 *sa*, thru Young & Rubicam, N. Y.

Griffin Mfg. Co., Brooklyn (polishes), 312 *sa*, thru Bermingham, Castleman & Pierce, N. Y.

P. Lorillard Co., New York (Friends tobacco), 39 *ta*, thru Lennen & Mitchell, N. Y.

RKO Radio Pictures, New York (Hitler's Children), 6 *ta*, 1 *sp*, 2 *sa*, thru McCann-Erickson, Chicago.

Pillsbury Flour Mills Co., Minneapolis (pancake flour), 96 *ta*, thru McCann-Erickson, Chicago.

B. Meier & Son Inc., New York (Golden Center wheat germ), 26 *sa*, thru H. C. Morris & Co., N. Y.

P. Duff & Sons, Pittsburgh (gingerbread mix and waffle mix), 52 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Charles Gulden Inc., New York (mustard), 9 *ne*, thru Charles W. Hoyt Co., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 113 *ta*, thru Wm. Esty & Co., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 108 *ta*, thru Ted Bates Inc., N. Y.

Artra Cosmetic Inc., Bloomfield, N. Y., (Sutra Sunfilter Cream), 26 *sa*, thru Murray Breese Assoc., N. Y.

Carusa & Rinella Inc., Schenectady (Bluebird citrus fruits), 4 *sa*, thru Robert C. Russell Inc., Schenectady.

Skinner Mfg. Co., Omaha (raisin bran), 69 *ta*, Ferry-Hanley Co., Kansas City.

Quality Foods Inc., Mieton, Pa. (spaghetti dinner), 39 *sa*, thru McJunkin Adv. Co., Chicago.

Book Presentations Inc., New York (sewing book), 2 *sa*, thru Raymond Spector Co., N. Y.

E. L. Knowles, Springfield, Mass (Rubine), 78 *sa*, thru Charles W. Hoyt Co., N. Y.

McKesson & Robbins, Bridgeport (Bexel and Calox), 156 *ne*, thru J. D. Tarcher Co., N. Y.

New York Savings Bank Assoc., New York, 78 *sa*, thru Ruthrauff & Ryan, N. Y.

KECA, Los Angeles

Wilco Co., Los Angeles (Biff), 3 *sa* weekly, 8 weeks, thru Elwood J. Robinson Adv., Los Angeles.

Equitable Plan Co., Los Angeles (investments), 5 *sp* weekly, 6 weeks, thru Allied Adv. Agencies, Los Angeles.

National Funding Corp., Los Angeles (loans), 38 *sa* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.

Mitchell Finance Co., Los Angeles (loans), 5 *sp* weekly, 52 weeks, thru Hillman-Shane-Breyer Inc., Los Angeles.

KGER, Long Beach, Cal.

American Parachute School, Los Angeles (instruction), 8 *ne*, thru Mayers Co., Los Angeles.

Douglas Aircraft Co., Santa Monica, Cal. (employment), 13 *ne*, thru Essig Co., Los Angeles.

American Citizenship Service, Los Angeles (instruction), 13 *sp*, thru Northwest Radio Adv. Co., Seattle.

F. W. Woolworth Co., New York (chain stores), 13 *sa*, placed direct.

KECA, Los Angeles

Interstate Bakeries Corp., Los Angeles, 3 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

Federal Life & Casualty Ins. Co., Los Angeles, *ne* weekly, 52 weeks, thru Donald L. Rose Agency, Beverly Hills, Cal.

42 Products Inc., Los Angeles (toiletries), 15 *ta* weekly, 52 weeks, thru Hillman-Shane-Breyer Inc., Los Angeles.

Douglas Aircraft Co., Santa Monica, Cal. (for employment), *sa* weekly, 13 weeks, thru Essig Co., Los Angeles.

Cubbison Cracker Co., Los Angeles (bakery products), 7 *sa* weekly, 13 weeks, thru Elwood J. Robinson Co., Los Angeles.

Sante Fe Trailways, Los Angeles (transportation), weekly *sp*, 26 weeks, thru Potts-Calkins-Holden, Los Angeles.

WJJD, Chicago

Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Agency, Chicago.

Universal Motors, Chicago (used cars), 5 *ta* weekly, thru Craig Dennison Adv. Agency, Chicago.

Home Service Co., Chicago (housecleaning products), 3 *sp* weekly, 13 weeks, direct.

Illinois Bell Telephone Co., Chicago, 6 *ta* weekly, 26 weeks, thru N. W. Ayer & Son, Chicago.

Nu-Enamel Corp., Chicago (paint), 156 *sa*, direct.

Spink Wauwasee Hotel, Wauwasee, Ind., 18 *sa*, thru E. H. Brown Adv. Agency, Chicago.

KFAC, Los Angeles

Seaboard Finance Co., Los Angeles (loans, investments), 35 *sa* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.

Cubbison Cracker Co., Los Angeles (Soyfee), 2 *sp* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.

Gallant Trading Co., Los Angeles (Army & Navy stores), 18 *ne* weekly, 13 weeks, thru Adolph Wenland Adv., Los Angeles.

Reid Murdoch & Co., Chicago (Monarch coffee), 2 *sp* weekly, 13 weeks, thru W. J. Ross & Assoc., Los Angeles.

KMPC, Beverly Hills, Cal.

Benson Shops, Los Angeles (women's apparel chain), 5 *sp*, 5 *ne* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.

Cubbison Soyfee Co., Los Angeles (coffee substitute), 5 *sa* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.

Interstate Bakeries Corp., Los Angeles (bread), 5 *ta* weekly, thru Dan B. Miner Co., Los Angeles.

KHJ, Hollywood

Ontra Cafeterias, Los Angeles (chain), 10 *sa* weekly, 52 weeks, thru Western Adv., Los Angeles.

WOR, New York

General Baking Co., New York (Bond Bread), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Axton-Fisher Tobacco Co., Louisville (Fleetwood Cigarettes), weekly *ne*, 13 weeks, thru McCann-Erickson Inc., N. Y.

National Oats Co., Cedar Rapids, Ia. (Three Minute Oats), 5 *sa* weekly, 13 weeks, thru Irwin Vladimir & Co., N. Y.

Select Theatres Corp., New York ("Ziegfield Follies"), 5 *sa* weekly, 13 weeks, thru Blaine-Thompson Co., N. Y.

S. A. Schonbrunn & Co., New York (Savarin coffee), 5 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

Seeman Bros., New York (Air Wick), 5 *sa* weekly, 52 weeks, thru William H. Weintraub & Co., N. Y.

N. Y. Telephone Co., New York (institutional), 4 *sa* weekly, 13 weeks, thru BBDO, N. Y.

Howard Clothes, New York (men's clothes), weekly *t*, 13 weeks, thru Redfield-Johnstone Inc., N. Y.

WLIB, Brooklyn

Ringling Bros.—Barnum & Bailey Circus (New York showing), 7 *sa* weekly, thru Caples Co., N. Y.

Kenmore Publishing Co., New York (test instruction book for servicemen), 3 *sp* weekly, indefinitely, thru Huber Hoge & Sons, N. Y.

Corsetorium Shops, Brooklyn (corsets), 42 *sa* weekly, indefinitely, thru A. W. Lewin Co., N. Y.

WJZ, New York

Curtis Publishing Co., Philadelphia (*Satevepost*), weekly *ta*, 38 weeks, thru MacFarland, Aveyard & Co., Chicago.

Esquire Inc., Chicago (Coronet Magazine), 19 *ta*, 1 week, thru Schwimmer & Scott, Chicago.

Personna Blade Co., New York, 2 *ne* weekly, thru Amos Parrish Co., N. Y.

WBBM, Chicago

The Chicago Sun, Chicago, 5 *sp* weekly, 52 weeks, thru Leo Burnett Co., Chicago.

Cook County Distributors, Chicago (used cars), 1 *ne* weekly, 13 weeks, thru Bennett Ades Agency, Chicago.

KFI, Los Angeles

National Funding Corp., Los Angelea (loans), 3 *ne* weekly, 52 weeks, thru Smith & Bull Adv, Los Angeles.

National Biscuit Co., San Francisco (Shreddies), 6 *ta* weekly, 6 weeks, thru Botsford, Constantine & Gardner, San Francisco.

KGFJ, Los Angeles

Starkist Co., San Antonio (toothpaste, vitamins), 14 *sp* weekly, 52 weeks, thru Pitluk Adv., San Antonio.

SNIDER ACQUIRED BY GENERAL FOO

GENERAL FOODS Corp., N
York, has announced acquisitio
the assets and business of S
Packing Corp., Rochester, prod
of condiments and canned ve
tables, and a packer of Birds E
Frosted Foods, the latter opera
by G-F.

Following completion of the d
which is subject to Snider sto
holders' approval, the packing f
will be dissolved, with Stephen
Comstock, chairman, retiring fr
active managerial duties, and B
Cady Olney, president, serving
general manager of the new Sni
division of G-F, other personnel r
maining unchanged.

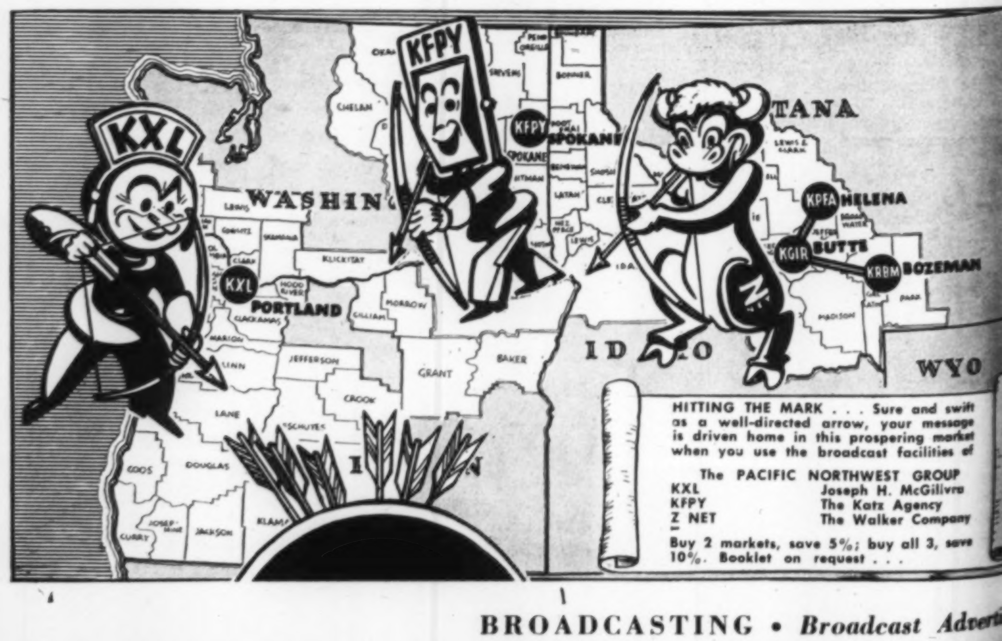
Snider brands, which include O
Fashioned Chili Sauce and can
fruit and vegetable brands such
Lily of the Valley, Fort, Burt O
ney and Mistletoe, will continue
be produced in Snider's 11 pla
8 of which are in New York St
Snider agency up until the pres
has been Chas. W. Hoyt Co., N
York. Agency and media plans f
the future have not been disclo

L. A. Store Series

J. W. ROBINSON Co., Los A
geles (department store), in i
major use of radio, on May
started sponsoring a five-wee
quarter-hour morning educatio
feature, *This Changing World*,
KMPC, Beverly Hills, Cal. Co
tract is for 52 weeks. Designed f
students, teachers and all desir
more detailed background for
understanding of world devel
ments, series features Harri
Wood, news analyst and comme
tor. Principals and teachers of L
Angeles city schools have been i
formed of program's availabi
for classroom use as supplement
regular curriculum. Mays & Be
nett Adv., Los Angeles, servi
the account.

Stephen Fry Visits WLW

STEPHEN FRY of the Brit
Broadcasting Co. recently confe
at WLW-WSAI with James Cass
special events director, and other o
cials on plans for coming broadca
on a series of programs from Engl
to WLW.



HITTING THE MARK . . . Sure and swift as a well-directed arrow, your message is driven home in this prospering market when you use the broadcast facilities of

The PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company

Buy 2 markets, save 5%; buy all 3, save 10%. Booklet on request . . .

Radio Advertisers

RKO RADIO PICTURES, New York, purchased an evening quarter-hour last week on WGN, Chicago, to advertise the premiere in 50 Illinois and Indiana theatres, of "This Land Is Mine." Program was a round-table discussion of the picture. Advertising was placed direct.

CUBBISON CRACKER Co., Los Angeles, to promote its coffee substitute, Soyfee, on May 4 started sponsoring schedule of five spot announcements weekly on KMPC, Beverly Hills, Cal., and seven per week on KECA, Los Angeles, as well as twice-weekly participation in *Polly Patterson's Pantry* on KFAC, Los Angeles. Contracts are for 13 weeks. Elwood J. Robinson Adv., Los Angeles, has the account.

RUBY CHEVROLET SALES Corp., Chicago, has purchased a quarter-hour six-weekly noon newscast on WJJD, Chicago. The corporation sponsored this newscast for four years previous to the freezing of new car sales, and returns to the air again this month on a 52-week contract. Agency is Auspitz & Lee, Chicago.

STERLING INSURANCE Co., Chicago, has purchased quarter-hour participation six times weekly on the three-hour early morning musical program, *Breakfast Frolic*, on WJJD, Chicago. Account was placed through Neal Adv. Agency, Chicago.

MEDUSA PRODUCTS of Canada, Paris, Ont. (paint), has started spot announcements six times weekly on a number of Canadian stations. Account was placed by McConnell-Eastman Co., Toronto.

MODEL LAUNDRY, Cincinnati, one of the largest of its kind, has started sponsoring a 15-minute newscast on WSAI, Cincinnati, by George Gow.

ALBERT S. SAMUELS Co., San Francisco (jewelers), has renewed for 52 weeks, its weekly program *What Do You Think?* with Art Linkletter, on KFRC, San Francisco, placed direct.

CHARM KURL Co., St. Paul (permanent wave kit), recently renewed its five-weekly participation in the *Emily Barton* program on KFRC, San Francisco. Agency is Guenther-Bradford Co., Chicago.

KENNETH A. BONHAM, former co-publisher of the *American Druggist*, and previously secretary of the Druggists' Supply Corp., has been named executive vice-president of Emerson Drug Co., Baltimore, sponsor of *Vox Pop* on CBS and *Ellery Queen* on NBC for Bromo-Seltzer.

AGENCY Appointments

PERMAFLEX FLOOR PRODUCTS Co., Philadelphia, to Julian G. Pollock Co., Philadelphia.

NU-OX PRODUCTS Co., Long Island City, to Moss Assoc., for Klenzol, soapless cleaner. Distribution to expand throughout New York and Pennsylvania. Media plans not set.

LOCK'S LABS., New York, to H. C. Morris & Co., New York, for Lock's Corn Remover and Foot Balm. Radio will be used.

KAY PREPARATIONS, New York, to Erland Adv., New York, for cosmetics. Now using spot radio and will start new spot campaign shortly for Formula 301 and Kay Colloidal Sulphur Soap.

REVLON PRODUCTS Corp., New York, to William H. Weintraub & Co., New York, for radio advertising of Revlon nail enamel and lipstick. Plans not set.

APEX TIRE Co., Pawtucket, R. I. (tire recapping), to Bo Bernstein & Co., Providence. Radio and newspapers to be used.

NORGE DIV., Borg-Warner Corp., Detroit, to Campbell-Ewald Co., Detroit.

ADCRAFTERS CO., Chicago (Oscar, the emergency tire saver), to A. N. Baker Adv. Agency, Chicago. Newspapers, trade papers, magazines, direct mail to be used. May use radio.

UNIVERSAL ZONOLITE INSULATION Co., Chicago (roof insulation), to Ruthrauff & Ryan, Chicago. Farm and trade publications will be used.

PROPELLAIR, Inc., Springfield, O. (industrial fans), to Erwin, Wasey & Co., Chicago. Trade papers, business journals, direct mail will be used.

TWELVE Rockford war plants have renewed *Soldiers of Industry* for 39 weeks on WROK, Rockford, Ill. Series features a tribute to war workers of a different factory each week, and a summary of personnel news from each plant participating.

INTERNATIONAL MILLING Co., Sioux City, has signed a 52-week contract for four daily announcements on the entire Cowles group for Robin Hood flour. Stations are WNAX, Sioux City-Yankton, WMT, Cedar Rapids-Waterloo, KRNT-KSO, Des Moines.

COMMONWEALTH OPTICAL Co., Philadelphia, has added a third Philadelphia station to its radio schedule, continuing for 52 weeks, a daily five-minute transcribed *Human Interest Drama* has been scheduled on WIBG. The Commonwealth firm uses 100 announcements monthly on WFIL and WDAS. Agency is Julian G. Pollock Co., Philadelphia.

BANK OF AMERICA, National Trust & Savings Assn., San Francisco (banking chain), recently started three participations weekly on the *Emily Barton* program on KFRC, San Francisco. Agency is Charles R. Stuart, San Francisco.

KOH
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KMJ
FRESNO
KERN
BAKERSFIELD

CALIFORNIA COVERAGE

FRESNO

12.7%

INCREASE IN POPULATION
SINCE THE 1940 CENSUS

NBC **KMJ** BASIC

REPRESENTED BY RAYMER

THE McCLATCHY GROUP

Okay, okay—what's Spartanburg got?

WELL, since you put it that way—Spartanburg, S. C., has everything it takes to make a good market for national or regional radio advertisers.

People—nearly half a million (75% white) in Spartanburg and adjoining counties. *Buying power*—industrial payrolls over $52,000,000 a year; farm income over $42,000,000. *Retail sales*—topping $100,000,000 annually. *Radio homes*—73,670.

Plus a radio station—WSPA—that dominates the entire market . . . delivers a good service area of 22 counties, 1,320,302 people, 148,052 radio homes!

That's what Spartanburg's got—and it's worth going after. With WSPA!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

Interwoven Returns

RETURNING to the air after an absence of seven or eight years, Interwoven Stocking Co., New Brunswick, N. J., on May 18 started participations on Arthur Godfrey's early morning program six-weekly on WABC, New York, 7-7:45 a.m. Sponsor contacted the station the day after Godfrey adlibbed about an open spot on his program. Ten-week contract went into effect six days later. Participations are in behalf of Interwoven socks for men. Agency is United Adv., Newark.

MORE THAN 100,000 copies of "Suez to Singapore," by Cecil Brown, CBS news analyst, have been sold since its publication last fall, according to Random House.

Serials, With 79% Time, Draw Only Half Audience, Says Blue

'Listeners' Opinion Poll' Finds News Programs Most Popular; Music and Comedy Wanted

DAYTIME serials get 79% of the total daytime network commercial hours, but they get only 50% of the total daytime listening, the BLUE Network reports after tabulating data collected last November from 5,000 housewives in 77 cities, towns and on farms. Survey was conducted by the network's advertising agency, Lord & Thomas (now Foote, Cone & Belding), under the supervision of Sam Gill.

Interviews, averaging a half-hour, checked times at which the family was at home and awake, hours radio had been on, time spent listening to various types of daytime programs and whether the housewife thought there were too many or too few of each type. Calls were distributed to secure a cross-section of opinion.

Veterans Most Successful

Stating that the most successful serials are the old-timers, with which many an advertiser has tried to compete unsuccessfully, "only to realize that one more serial in the overcrowded program schedules can neither draw listeners away from the competition nor cause the silent sets to be turned on," the introduction to the study explains that recent discussions of daytime serials have caused advertisers to ask such questions as: "Have listeners become surfeited with the continuous problems of Helen Trent and Our Gal Sunday? Are there too many serials on the air? Does the public want other types of daytime radio entertainment? What effect have war-time activities had upon radio listening?"

Conducting its "Listeners' Opinion Poll" to find the answers to those questions and to others about daytime radio, the BLUE summarizes its findings in the following conclusions:

Findings Summarized

1. At least 70% of the nation's housewives are available to the radio at any hour of the day. From 17% to 29% of the men are also available.

2. Nine out of ten radio families turn their sets on some time during the day—for an average of 2.6 hours. However, dissatisfaction with current daytime programs is indicated by the fact that only 28% of the occupied homes have their sets on at any one hour during the day, compared to 40% night. Even at the peak hou 1 p.m.—only 34% of the occup homes have their sets on as co pared to a peak figure of 56% Sunday night at 8 p.m.

3. News programs are the m popular type of program, follo by daytime serials, popular m and serious music programs, that order. 81% of the radio fa ilies listen to news, 53% to seri 49% to popular music and 32% serious music programs. Dayti serials are listened to by 66% the farm families, compared w 48% of the families in metropoli centers. Sponsors of daytime rials, therefore, fail to reach 36% of the women who use the sets daily but listen to other ty of programs—news, music programs etc.

4. 36% of all housewives— 28% of those who listen to seri —say there are too many of th on the air. In contrast only 1 say there are too many popu music programs. While only 1 say there are too few serials, 2 say there are too few serious m programs and 12% say too f popular music programs.

5. Contrary to general opini only 19% of the women leave the sets tuned to one station; 51 listen only to certain programs.

6. As a result of the war 3 of the housewives say they are li

PROUDLY PINNING second li tenant's bars on her daugh Polly, is Mrs. Lavinnia (Duf Schwartz, CBS Midwestern edu tional director. Duffy's daugh was recently graduated from WAAC Officers School at Ft. D Moines, Ia.

3 RADIO STATIONS
DOMINATE THE HOUSTON DIAL

KTRH 740 KC
KXYZ 1320 KC
KPRC 950 KC

But

IT'S KXYZ THAT OFFERS YOU THE CHOICE LOW COST NETWORK AND SPOT AVAILABILITIES BETWEEN HIGH HOOPER-RATED PROGRAMS

•

Ask a Branham man to show you the latest Hooper breakdown by quarter hours, and the attractive combination rates available for KXYZ and KRIS, Corpus Christi.

KXYZ
HOUSTON, TEXAS
1320 KC BLUE, MUTUAL

REPRESENTED BY THE BRANHAM COMPANY

KYW
PHILADELPHIA
50,000 WATTS

XUM

ing more to their radios during daytime. Another interesting ery is the fact that 7% of radio homes now have men ged in night shifts who were so employed a year ago. This cates a 7% loss of the male ence to nighttime programs, are now available at some during the day.

While 79% of the total net-k commercial daytime hours devoted to daytime serials only % of the total listening time is voted to them. With the demand for more programs of a musical r comedy type it is obvious that he networks—and their advertis-rs—should devote less time to aytime serials. While the serial s a program form has met with nusual success for its earliest ponsors, the saturation point has een passed, both in quantity and n appeal. Daytime radio listeners ant new types of entertainment.

New Program Types

"The BLUE Network offers its acilities to national advertisers for he development of these new types f daytime entertainment," it was tated. "Because NBC and CBS ave become accepted as the vehicles or serial dramas, the BLUE Network is becoming the medium or a different type of program. The success of the *Breakfast Club*, he spectacular rise of *Breakfast at Sardi's* and the reception accorded Morton Downey indicate the ready cceptance of this new program-ming schedule on the part of America's daytime audience."

Report of the survey comprises a 65-page book of typescript in blue ink, with charts and tables. Included are detailed breakdowns f the answers to these questions: How Much Do They Listen in the Daytime? When Are They at Home? When Do They Listen? What Types of Programs Do They Listen to? How Much Do They Listen to Serial Programs? Do Daytime Serials Appeal to Certain Groups? Are There Too Many Serial Programs on the Air? and What s the Effect of the War on Day-ime Listening?

Keystone Winners

. E. MAYHEW, of KASA, Elk City, Okla., has won first prize in continuity writing contest for members of Keystone Broad- System affiliates. Contest- were invited by Keystone to one episode for *Sunrise* , early morning sustaining produced by KBS. Win- script, and five runners-up, be heard on KBS the week of 27. A War Bond was awarded Mr. Mayhew, and additional of $5 in war stamps went to winners: Evelyn Cox, Idaho Falls, Idaho; George , KOVC, Valley City, N.D.; R. Kirkpatrick, WAGM, Isle, Me.; Mrs. Ernest KGNF, North Platte, Neb.; Barton, KLUF, Galveston, Contest was so successful that will be held in the fall, ac- to Michael M. Sillerman, president.

ASCAP Suit Asks Juke Royalties

Modern Music Box Held to Give Performance for Profit

ARGUING that copyright law exemption of coin-operated machines from royalty payments was never intended to apply to the modern juke-box and that the performance of copyright music on juke-boxes without permission of the copyright owner constitutes infringement, ASCAP has started a general campaign to collect royalties for juke-box use of its members' music.

Two suits were filed last Tuesday in the United States District Court in New York by ASCAP, in behalf of two publisher members against two New York City taverns using juke-boxes for entertainment of patrons. Edwin H. Morris & Co. Inc. is plaintiff against Donahue's Bar and Grill, claiming infringement on the song, "I've Heard That Song Before," and M. Witmark & Sons is plaintiff against New Wesport Cafe on "Please Think of Me." Both taverns formerly employed live musicians and had ASCAP licenses, which were canceled when they dropped their live bands and installed juke-boxes.

Estimating that there are some 500,000 juke-boxes in the country, with an annual income of many millions, ASCAP contends that competition with live musicians and with other forms of recorded music constitutes an inequity which the courts should remedy. In 1909, when the copyright law was enacted, the vacuum tube, basis of modern sound amplification, had not been invented, ASCAP spokesmen point out, and the coin-operated machine at that time was equipped with a pair of tubes through which the man who had dropped his coin could hear the recording. Today's juke-box, which a single coin will activate in a room-filling performance, is a far different thing, according to ASCAP, and its performance should properly be interpreted a performance for profit.

24 Hours a Day!

WOL

WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

WHAT'S IN IT FOR ME?

Telling people about the fine war work your company is doing is good. It gains public respect. But people are mostly pretty human. They're inclined to feel a lot more friendly if your name is attached to something that satisfies one of their desires.

Nearly everybody desires entertainment. Radio gives them entertainment . . . gives people something they value to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

79%
OF THE ADVERTISERS ON
WTCN
BLUE NETWORK MINNEAPOLIS ST. PAUL
RENEW THEIR CONTRACTS
YEAR AFTER YEAR

Free & Peters, Inc., National Representatives
New York Chicago Detroit
Atlanta Los Angeles San Francisco

PARAMOUNT STARTS FILM SPOT SERIES

KEYING its promotion to current interest in the North African situation, Paramount Pictures, last week started the first phase of an extensive spot campaign for "Five Graves to Cairo". The drive will extend to 29 key cities from May 26 through June.

Combining live and one-minute electrical transcriptions, Paramount is buying time on 5, 10 and 15-minute news and women's programs and on some music broadcasts. Latest news from the African front is incorporated into the live advertising messages.

First announcements broke in New York May 21 as a buildup to the premiere, May 26 at the Paramount Theatre. By the middle of last week, time had been purchased on stations in Tulsa, Cleveland, Detroit, Indiana, Louisville, Atlanta, New Orleans and Miami, with campaigns still being lined up. Buchanan & Co., New York, is agency.

NBC Promotes Kelly

N. RAY KELLY, formerly assistant production manager of NBC's Eastern Division, has been promoted to the post of Production Manager, replacing Lester O'Keefe, who has resigned. With NBC since 1930, Mr. Kelly organized the industry's first sound effects department, developing many of the techniques now in use in this field. Mr. Kelly was appointed to the NBC production staff in November, 1942.

"SORTA REMINDS ME OF THE WAY WDAY BENDS OVER BACKWARDS TO GIVE ADVERTISERS THE FINEST RADIO SERVICE IN THE WHOLE NORTHWEST! TRY WDAY—AND SEE FER YOURSELF!"
WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

IRE Gives Details Of Planning Body

Post-War Project Would Draw Widely from Industry

ANNOUNCING more details of the cooperative plan adopted by the board of directors of the Institute of Radio Engineers for a post-war radio technical planning association [BROADCASTING, May 10], the IRE stated last week that a proposed charter for such an association had been approved by the board.

"The new association," the IRE reported, "will carry out the technical planning needed to build up a healthy post-war radio industry which will serve the public by speedily placing the new radio arts on a sound engineering basis and by stimulating post-war radio services as contributing to employment and prosperity.

Wide Representation

"In its work, the association will assign specific tasks, such as frequency-allocation plans, to groups of engineers charged with the prompt development of detailed proposals in each definite direction.

"The association will prepare plans and proposals in full accord with the public interest and in conformity with good engineering practices and make its findings widely known to those whom they may benefit."

Following the suggestions made to the IRE by James Lawrence Fly, chairman, and Com. T. A. M. Craven, both of the FCC, to the Institute, for an association to study all technical problems of broadcasting, television, facsimile and general communication and to recommend methods for introducing new radio developments, the IRE board not only drew up the plans quoted above but also empowered a special committee to draft the plan and organize sponsoring groups.

Chairman of this committee is Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. and past president of the IRE. Other committee members are B. J. Thompson, associate director of RCA Laboratories; Dr. Alfred M. Goldsmith, consulting radio engineer, and Prof. H. M. Turner of Yale U.

Harris Commissioned

SUCCESSFUL world premiere on the BLUE Feb. 27 of Roy Harris' Fifth Symphony, as played by the Boston Symphony Orchestra, led Mark Woods, president of the BLUE, to commission Harris to compose his sixth symphony for presentation next spring on the BLUE by the Boston Orchestra, conducted by Dr. Serge Koussevitsky.

SAVINGS equivalent to the upkeep of WNYC, New York's municipal station, for 5½ years were effected by that station in the construction of an auxiliary transmitter for the Police Dept. at a cost of $7,500, Mayor F. H. LaGuardia declared last week. By utilizing extra equipment on hand WNYC saved the city $148,500, he said.

OWI FEATURE PLA PLACING PROGRAM

FIRST of the group of netw programs contemplated under th OWI Special Feature Plan went o the BLUE at 1 p.m. yesterd (Sunday), with the initial progra in the series, *This Is Official*, half-hour question-answer show i which informed Washington o cials answered questions on Go ernment regulations and policies.

While *This Is Official* was start with an all-star cast, including Chester Davis, food administrator; Elmer Davis, OWI Chief; Prentiss Brown, OPA Chief; Pa McNutt, War Manpower Commission Director, and Undersecretary of War Robert Patterson, subsequent panels will use key officials from their departments. Producer of the program is John Heiney, originator of *Prof. Quiz*.

OWI will present two other programs in the Feature Series to network presidents this week in anticipation of their early appearance on the air. The other contemplated shows include a dramatic program on Merchant Marine and another on the United Nations. Both are half-hour programs written by private OWI writers, with research assistance of OWI.

To Star in Films

BESIDES Kay Kyser, star of the NBC *College of Musical Knowledge*, radio talent in the RKO film, "Around the World with Kay Kyser", currently in production, includes Georgia Ca roll, vocalist featured on the series and Joan Davis, comedienne on the weekly *Rudy Vallee Show*. Chester Lauck and Norris Goff, who portray Lum and Abner on the four-weekly BLUE program, will be starred in "Dollar a Year" also to be released by that studio.

UNITED DIATHERMY Inc., 13 Chestnut St., Philadelphia, denies a Federal Trade Commission complaint that it has used false advertisements concerning its device called United Short Wave Diathermy, and asserts that it distributed a booklet to potential and actual purchasers giving complete instructions as to use and conditions of use of short wave diathermy and the manner of application.

Marie Nelson

MARIE NELSON, 60, character actress in Chicago radio since 1933 and veteran of the stage, died May 12 in a Chicago hospital.

EVEN IN AFRICA

Signal Corps Officer Keep Informed on Industry

EDITOR, BROADCASTING:

Believe it or not, copies of BROADCASTING find their way to some of the most unlikely and o of the way spots in North Africa, and they've made me realize just how far out of touch with the current activity in radio one can get when occupied with purely military responsibilities.

Therefore, please revive that long-lapsed subscription of mine to BROADCASTING and get it started out in this direction.

Until we dispose of the Axis and I get back to New York and CBS, BROADCASTING is going to prove a Godsend.

E. MACDONALD NYHEN,
Capt. SC., U. S. Army

POST-WAR RECEIVING SETS

Crosley Official Warns It'll Take Many Months To Convert to Peace-time Production

By R. C. COSGROVE

Vice-President and General Manager,
Manufacturing Division,
Crosley Corp.

DON'T expect radio manufacturers to be turning out "dream models" of the ultra-modern radio receivers you may have seen pictured, as soon as the war is over.

Eventually, we will be having home radio receivers and other peace-time appliances such as had not even been thought of before the war, but not immediately.

Some people feel that we may be making some civilian radio sets within a year from now. The Government has under consideration making available some materials for development purposes on peace-time radio receivers and other household appliances next fall.

Within four to five months after we have been told that we may make home radio sets, we can be making them—the same kind of radio receivers we were making when civilian production stopped, with some improvements.

We are going to have a tremendous manufacturing capacity after the war and none of us want to go backward. We want to keep all of our people busy. Most of us believe that Germany will be knocked out of the war first, and that Japan will be defeated some time later. If the attrition idea of carrying on the war prevails, we may get into the gradual production of home radios and other peace-time products earlier than otherwise. We could then make the transition from war to peace time products without much trouble.

The radio industry's volume before the war was $325,000,000 while last year it turned out a total volume of war radios amounting to $1,200,000,000. Just after the war ends there will be a huge pent-up demand for goods and there will be war savings with which to buy them. After that, sales will not come so easily and they will require a lot of hard digging.

MR. COSGROVE

If the intensity of the war lessens gradually, as many expect, we should be able to go back into civilian production by easy stages and thus hold up our personnel satisfactorily. Then we should go into rapidly accentuated yearly changes and improvements in products, but don't expect too great changes too soon after the war has ended.

Sabine Joins OWI

RALPH P. SABINE, retired Washington businessman, has joined the OWI Overseas Branch, Bureau of Communications Facilities, as chief of station relations, it was announced last week. Mr. Sabine will have charge of negotiating contracts with shortwave stations now operated by the Government.

AFRA CONTRACT RULE EFFECTIVE

AMERICAN Federation of Radio Artists has notified its membership that Rule 19, requiring submission of all contracts of 13 weeks duration or longer to the union for approval before they are signed, is now effective. Copies of the new rule were mailed on Friday. The rule was promulgated following AFRA's objections to a new type of talent contract offered by CBS, which did not violate any of the terms of the network's contracts with AFRA but which contained provisions concerning employment of salaried staff employes in stage, screen, night club and recording work which AFRA felt unfair.

Meanwhile, the union has named a committee to deal with the problem of setting up standard contracts for the various types of employment in which AFRA members are engaged, including station and network staff jobs, steady employment of commercial program series, single program engagements, etc. Group is now studying present employment contracts to see which provisions should be embodied in the new standard forms.

Chairman of the committee is John Brown, of New York. Other members are: Ned Wever, Walter Preston, Clayton Collier, Ben Grauer, New York; Virginia Payne, Chicago; Wayne Short, St. Louis; Ken Carpenter, Ben Alexander, Hollywood.

McCormack Spots

McCORMACK SALES Co., Baltimore, on May 17 started a spot campaign for Bee brand insecticide on ten stations. Contract calls for two transcribed one-minute announcements a day, five days a week, for 13 weeks. For Pure Vanilla Baking Magic, the firm started announcements on WMPS, Memphis, on the same date. Agency is Jones & Brakeley, New York.

NBC BASIC STATION IN THE "LAND OF PLENTY"
WDEL
WILMINGTON DELAWARE
1150 KC
5000 WATTS DAY & NIGHT
Sales Representative
PAUL H. RAYMER

"A TALE OF ONE CITY"
From
"A Tale of 412 Cities"
by NBC shows
91% Day time radio families and
71% Night time listen most to
KIDO-BOISE, IDA.
THIS COVERAGE BRINGS RESULTS LIKE THESE:
1440 dimes & tops for flower seeds.
7 programs
1003 women enrolled in sewing school.
15 announcements
2338 orders for income tax-books
ASK A JOHN BLAIR MAN
Captain KIDO
$

First choice
The preferred spot on Puerto Rico dials . . . this modern station is your preferred selection for Puerto Rican coverage.
WIAC
SAN JUAN • PUERTO RICO

BALTIMORE'S BLUE
NETWORK
OUTLET
WCBM
John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

Legislative Hearings to Start

(*Continued from page 10*)

week regarding plans and procedure.

Also in Washington but not directly involved in the overall conversations were Mark Ethridge, publisher of the *Louisville Courier-Journal* and *Times*, which operates WHAS, Louisville; Edwin W. Craig, executive vice-president of WSM, Nashville, and Joseph O. Maland, general manager of WHO, Des Moines. They came to Washington primarily for a meeting of the Clear Channel Broadcasting Service, in connection with a successor to Alan B. Miller, director of CCBS, who died suddenly last month.

No word was forthcoming from the officials following their conversations with Chairman Fly and the Senate committee members. Chairman Fly, however, at his press conference last Monday, stated he had met with the network officials in informal discussions and would continue to meet with them, but there had been "no requests for an extension." He said he would be disposed to give the stations "ample time for the changeover" and "whatever time is necessary" but that offhand he did not see that any extension beyond the June 14 deadline is required. Then he tersely added "I will say this: There will be no more dilatory tactics."

Mr. Fly commented that the rules now simply have to do with modification of existing contracts. "They do not have to do with any disposition of properties or any readjustments. So I would think the time allowed by the court should be adequate."

Network Sessions

Members of the NBC Station Planning & Advisory Committee, called to meet in Washington May 24, are: Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; James D. Shouse, WLW, Cincinnati; Harry Stone, WSM, Nashville; Stanley E. Hubbard, KSTP, St. Paul; G. E. Zimmerman, KARK, Little Rock; Sidney S. Fox, KDYL, Salt Lake City; Arden X. Pangborn, KGW, Portland, Ore.

Members of the CBS affiliates advisory board, also called to meet in Washington May 24 are: Franklin Doolittle, WDRC, Hartford; I. R. Lounsberry, WKBW, Buffalo; C. T. Lucy, WRVA, Richmond; John M. Rivers, WCSC, Charleston, S. C.; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City; Clyde Rembert, KRLD, Dallas; and C. W. Myers, KOIN, Portland, Ore.

The BLUE station planning and advisory committee, called to meet in New York June 2, comprises: Harold V. Hough, KGKO, Fort Worth; William A. Riple, WTRY, Troy; H. Allen Campbell, WXYZ, Detroit; Earl May, KMA, Shenandoah; Henry Johnston, WSGN, Birmingham; Duncan Pyle, KVOD, Denver; and W. B. Stuht, KJR, Seattle.

Kobak Host to Staff

EDGAR KOBAK, BLUE executive vice-president, was host to over 140 BLUE employes at a dinner given at the Town Hall Club, New York, last week, as the fifth in a series of informal gatherings for network personnel. As at previous employe dinners, Mr. Kobak described the origin and history of the network.

Garey Goes Ahe
Despite Durr Mo

Complaint Against Rep.
Is With House Committee

DESPITE the pendency of the tition of Commissioner C. J. D of the FCC, for disqualification Rep. E. E. Cox (D-Ga.), as ch man of the House committee investigate the FCC, there was discernible letup in the activities the committee's legal and inve gating staff last week.

While neither Chairman C nor Chief Counsel Eugene L. Ga of the committee would indic when public hearings would beg it was stated that public hearin would get under way as soon the committee felt the time portune. The committee's legal investigating staff has interroga nearly 300 witnesses and ta statements regarding FCC act ities, dealing not only with bro casting but with common car aspects of the Commission's lice ing and regulatory functions.

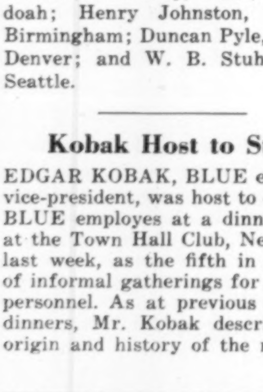
Petition With Committee

The Durr petition for disqual cation of Judge Cox, because purported "bias" and "prejudic as well as his "personal inter in the proceedings, was referred the Judiciary Committee. No w was forthcoming from the comm tee other than that the matter w pending. It was observed by th familiar with Congressional p cedures, however, that petitions proposals of this nature sel get out of committee.

Commissioner Durr's petit along with identical letters to t five members of the FCC inve gating committee and an acco panying detailed memorand were released May 14. Among ot things, the Commissioner cited Cox's relationship with WALB, A bany, Ga., whose license rene now is pending before the FC Facsimiles of a $2500 check is to Congressman Cox by WAL and a voucher showing it as payment for "legal expense" w attached to the Durr petit [BROADCASTING, May 17].

The FCC continued to hold t Congressional limelight last we The House last Tuesday, after days of debate, adopted an ame ment to the Urgent Deficien Bill for 1943, withholding the aries of Dr. Goodwin Watson, c

another reason
A convenient spot on the dial never hurt any station. That's ANOTHER REASON why KECA has a big audience. Los Angeles retailers have discovered KECA is the Bargain Buy for all Southern California.
KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives



WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.
WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

5000 WATTS FULL TIME
630 KILOCYCLES
BLUE NETWORK
KXO
ST. LOUIS, MISSOU
Represented Nationally by WEED

the FCC's Foreign Broadcast Inligence Service analysis section, d Dr. William E. Dodd Jr., edirial assistant of FBIS, because of ported Communist front actives. Previously, the Dies Commithad denounced the FCC emyes as unfit, but the Commission, majority vote, refused to ree them.

Another incident in the Cox-FCC troversy developed last Tuesday, ulting in an altercation on the use floor between the fiery orgia congressman and Rep. gers (D-Cal.), son of the late rbey humorist. According to the ports, Rep. Cox took umbrage er a radio speech by Rep. Rogers, which the Georgian alleged the lifornian had accused him of taking a bribe. The extent of the enunter on the House floor was a g at Rep. Rogers' hair by Rep. x. Later, the Congressmen met the lobby but skirmished verbally ly. Speaker Rayburn intervened.

Rep. Rogers commented afterard that "nothing was exchanged t conversation". Rep. Cox, hower, asserted the Californian had cused him of taking a bribe but is was denied by the latter. Later, p. Rogers said "I want to state ain that I did not say Mr. Cox cepted a bribe. * * * I have mened Mr. Cox in some radio adsses, but I don't know which one. "I expect to see him in a calmer ment, find out what he objected and iron this out in more delibate fashion."

The incident appeared to relate the WALB $2,500 "legal exnse" item.

DuMont Annual Report Discloses Busy Program

NNUAL REPORT of Allen B. uMont Labs., Passaic, N. J., isd last week by Allen B. Duont, president, disclosed a net ofit of $130,164.44 for the fiscal ar ended Jan. 2, 1943, after 0,000 for taxes. Net sales toled $2,172,824.19. Facilities are voted almost entirely to requirents of the Army and Navy.

The New York television transitter (W2XWV) is operated on regularly scheduled basis.

Douglas Renews

. L. DOUGLAS SHOE Co., ockton, Mass., will continue Toght's *World News* with John anley, commentator, on Mutual twork, for coming summer. rtion of program will be devoted sale of War Bonds, Red Cross d other aids to Government. Survors of Coast Guard service and n returned from overseas duty e interviewed. Agency is Harold bot & Co., Boston.

SCRIPT CONFERENCE gives official okay to a new weekly half-hour transcribed program, *They Give Their Lives*, sponsored without commercials by the Peter Hand Brewery Co., Chicago, on WGN, Chicago. The program, which incorporates two quarter-hour transcribed features, *Eye Witness News* and *War Correspondent*, has been turned over to OWI for vital Government messages each week. Left to right are M. H. Petersen, regional radio director, Chicago Office of War Information; Harry P. Heuer, president, Peter Hand Brewery Co., and Hildred Sanders, Associate radio director of the agency, Mitchell-Faust Adv. Co., Chicago.

Murrow in N. Y.

EDWARD R. MURROW, chief of CBS European news staff, arrived in New York this week for five or six week's vacation. Announcement of his pending arrival, by Paul W. White, CBS director of news and public affairs, followed shortly after the disclosure that CBS correspondent William L. Shirer would be on his way to England about the same time. Although primarily on vacation, Mr. Murrow will continue his regular Sunday news broadcasts, 6-6:15 p.m.

NBC Recording Contracts

ORDER for re-run of *The Name You Will Remember* has been received by NBC's Radio-Recording Division from KGGM. The series has been taken for the first time by WHDH, WJPA, WHLB, KGU and WFEA. WTMA and WMBG have renewed.

New contracts include *Flying for Freedom* from WLAC, WFBM, WGL and WASK. *Five-Minute Mysteries* has been taken by KXYZ and by All-Canada Radio Facilities. WMBD starts *Betty & Bob* and WHBF starts *Let's Take a Look in Your Mirror*. Other contracts are from WCBS and WSON.

NBC contributed 94 hours and 35 minutes to the war effort during April. March figure was 102 hours and 26 minutes.

WPB Standardizes Radio Repair Parts

AN ORDER to limit production of maintenance and repair parts for home radios to a standard line of parts has been completed by the Radio & Radar Division after more than six months of research in which the full facilities of the American Standards Assn. were used.

The Order, L-293, simply states that no manufacturer shall make any parts other than a list approved by ASA, without special permission of WPB. Manufacturers will continue to place their brand name on the standardized parts, however, and need not mark them "V" for Victory.

Purpose of the order is to reduce the number of types of parts in production. The WPB-ASA standard line is expected to serve about 90% of the sets in operation.

Under L-293, manufacturers are limited to nine types of dry electrolyte capacitors instead of several hundred formerly made. Similarly, instead of several hundred of each, producers will now make only nine types of paper and dielectric capacitors, six power transformers, two reactors and six audio transformers.

Study of standardized lines of both parts and tubes began over six months ago [BROADCASTING, Nov. 23]. The tube program, involving 117 important types instead of almost 700 pre-war types, has been in operation since the first of the year.

CBS Program Plan

TO GIVE members of its staff an opportunity to learn programming and to build up a source of replacements for its program department, CBS is setting up an orientation course, under the supervision of Lyman Bryson, director of education, in collaboration with Davidson Taylor, assistant director of broadcasts. Those over 38, classified as 4F, and women are eligible.

PAUL ARCHINARD, NBC foreign correspondent, formerly in Paris and Vichy and now in Berne, Switzerland, will be scheduled regularly on NBC's news roundups of its overseas reporters.

THE ARIZONA NETWORK
CBS
KTUC • KSUN
TUCSON Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY
WITH WLS THE PRAIRIE FARMER STATION CHICAGO

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Olive Kackley
50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L.B. Wilson STATION

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Supreme Court Upholds KOA

(*Continued from page 12*)

arguments amicus curiae. The court held it was of the opinion that KOA was entitled to be made a party and cited Section 312 of the Communications Act.

It pointed out the Commission found there would be interference with KOA's signal in the Eastern part of the United States if the Boston application was granted. The court held that the grant of WHDH's application in the circumstances "necessarily involved the modification of KOA's outstanding license."

Under Section 312 (b), the court cited the FCC was duty-bound to make KOA a party. "We can accord no other meaning to the language of the proviso which requires that the holder of the license which is to be modified must have notice in writing of the proposed action and the grounds therefor, and must be given a reasonable opportunity to show cause why an order of modification should not issue," said the court.

Not a 'Stranger'

"Certainly one who is to be notified of a hearing and to have the right to show cause is not to be considered a stranger to the proceeding but is, by the very provisions of the statute, to be made a party. The very notices issued by the Commission show that that body knew there would probably be an interference with KOA's signals if the pending application of WHDH were granted; and that the Commission also realized there was a serious question whether the application could be granted under its existing rules."

The majority upheld the jurisdiction of the lower court on KOA's right to appeal, pointing out that if the interests of the station would be adversely affected or if it should be aggrieved by granting the WHDH application, then the statute grants KOA right of appeal. The Sanders case, decided by the court two years ago, covered the question of economic injury resulting from the grant of a license to another station and whether the station had standing to appeal under the act, the court said.

"We held that it had," Justice Roberts pointed out. "We pointed out that while a station license was not a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station, consequent upon the issuance of a license to another station, yet economic injury gave the existing station standing to present questions of public interest and convenience by appeal from the order of the Commission.

"Here KOA, while not alleging economic injury, does allege that its license ought not to be modified because such action would cause electrical interference which would be detrimental to the public interest."

Frankfurter Dissent

In his detailed dissenting opinion of 14 pages, as against the seven-page majority opinion, Justice Frankfurter disagreed with the majority on virtually all points. He held that unlike courts, which are concerned primarily with enforcement of private rights although public interests may thereby be implicated, "administrative agencies are predominantly concerned with enforcing public rights although private interests may thereby be affected."

Justice Frankfurter said in his judgment the majority opinion "imposes a hampering restriction upon the functioning of the administrative process." He held that whereas the majority concluded that the Commission was required as a matter of law to grant KOA's petition to intervene, he felt the act precluded such a construction.

Insisting that KOA, to establish its right to appeal, had to make a showing that its interests were "substantially impaired" by a grant of the WHDH application, Justice Frankfurter said KOA failed to do this. The station made only a "general allegation" in its appeal below.

While he contended that KOA had no standing to appeal, Justice Frankfurter held that even if it had, he did not believe KOA was afforded less opportunity to participate in the proceedings before the Commission than the statute requires. He said KOA had ample and reasonable opportunity to show cause why the WHDH application should not be granted.

In conclusion, Justice Frankfurter said "we must assume that an agency which Congress has trusted is worthy of the trust. And especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye."

Douglas Dissent

In a brief two-page dissent, Justice Douglas said while he was in substantial agreement with Justice Frankfurter, he desired to add on one phase of the case. He asserted he agreed with the court that if, as held in the Sanders case, a person financially injured by the grant of a license has a standing to appeal, so does one whose station will suffer from electrical interference if the license is issued. But he pointed out he expressed his doubts in the Scripps-Howard radio case of last year, whether Congress endowed private litigants with the power to vindicate the public interest when it gave the right to appeal under Section 402 (b) to person "aggrieved or whose inte ests are adversely affected" by decision of the Commission.

Justice Douglas said any contr versy which may now be pres is between KOA and the Commi sion and that WHDH is not i volved. He held KOA's interest that of a "private person and cordingly must be measured terms of private injury." He poi ed out that the majority opini holds only that KOA made an ad quate showing under Section (b). "I disagree with that conc sion," he said.

DRIVE BAN KEEPS LISTENERS HO

RENEWAL of the ban on ple driving in 12 Eastern states ordered by OPA Thursday to a gasoline shortage which off said "had mounted to alarming portions." Although a ban pleasure driving for B and C holders had gone into effect ea this month, the new regulation expected to be much more effec since drivers can no longer they are doing non-essential dr on their A coupons.

Officials say that every effor being made to remedy the short but millions of persons in the will probably be spending time at home, since OPA pl severe penalties for car own whose vehicles are found places of amusement.

Particularly hard hit by the der will be such warm weather tractions as amusement par beaches, theatres, concerts, courses, dances, skating rin bowling alleys and night clubs.

Dolan for WLW

LEO DOLAN has been appoin war correspondent in England WLW, Cincinnati, James Shouse, vice-president in charge broadcasting, announced last w Mr. Dolan, who has done news in New York and Washington, well as the Mid-west, is the th foreign correspondent now co ing important theatres of war WLW, the others being James W lard in North Africa and H Dash in Australia. Mr. Dola headquarters is in London, wh he is London manager for INS.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERI-CA'S LARGEST MARKET
New York City
FOR OFFENSE · FOR
BUY U.S. BONDS

RMULATING summer replacement plans for the weekly NBC *Fibber Gee & Molly Show* was this sponsor-agency executive trio during lywood conferences in mid-May. Half-hour comedy series, sponsored S. C. Johnson & Sons, ends current season with June 22 broadcast. gram planners (l to r) are William Connolly, advertising manager S. C. Johnson & Sons; John J. Louis, Chicago vice-president of edham, Louis & Brorby, agency servicing the account, and Cecil Underod, Hollywood producer on the *Fibber McGee & Molly Show.*

GAR Receives Award for Effective roadcasts in Fire Prevention Drive

R OUTSTANDING educational rk in the field of fire prevention ring 1942, WGAR, Cleveland, ll share top awards of $500 gold edals with the *Paterson Morning* ll at formal presentation May 27 New York at the 77th annual eting of the National Board of re Underwriters, sponsor of the ards.

Also in the field of radio, "Honble Mentions" were accorded to:

KMTR, Hollywood, for public rvice in contributing to the nning of high national honors fire prevention activities for the ty of Los Angeles.

WKZO, Kalamazoo, for effectivess of fire prevention messages hrough provocative and on-theot broadcasts related directly to e community which it serves."

WPTF, Raleigh, "for special disnction evidenced by effective corlation of fire defense and civilian efense broadcasts directed to both ban and rural audiences."

In awarding the Radio Gold edal to WGAR, tribute was paid the station "for its development d application of a practical ilosophy of fire prevention edution which found year-round exsion in constructive broadcasts igned to impress home owners and war workers with the importance of fire defense in national defense." WGAR's broadcasts were praised for "exceptional initiative and imagination" in dramatizing the need for increased knowledge of methods for protecting the community from fire.

In making the awards, the board of judges for the competition gave credit to the contributions made by the press and radio in granting their facilities to fire prevention.

Judges for the awards were James M. Landis, director, Office of Civilian Defense; Andrew T. Calahan, president of International Ass'n of Fire Chiefs, and Sol Taishoff, editor of BROADCASTING.

Chevrolet Regional

CHEVROLET MOTOR Co. has purchased two 15-minute newscasts weekly on The Tobacco Network, Eastern North Carolina regional. Contract was placed through Campbell-Ewald Co., Detroit. Headquarters of network is in Raleigh. Weed & Co. represent the group on national basis. Stations in the network are WGBR, Goldsboro; WFNC, Fayetteville; W G T C, Greenville; W R A L, Raleigh; WGTM, Wilson.

JO BARRY LAKE, sports editor, WHO, Des Moines, under the nom de plume of Joe Barry, has written a mystery novel, *The Pay Off*. Arcadia House Inc., will publish this summer as the "mystery of the month".

OWI DISC ACTION AROUSES CRITICISM

CHARGING that withdrawal of *Uncle Sam* from local sponsorship was a "summary" action, John J. Laux, manager of WSTV, Steubenville, O., last week wrote Don Stauffer, chief of the OWI Radio Bureau that more endeavor should have been made to secure opinions of all stations before the proposed new "big name" series was adopted.

Pointing out that OWI has consulted the stations fully before starting the original series, Mr. Laux remarked, "yet we were summarly advised that important changes will be made without your department seeking the advice or opinions of the stations who have given so freely of their time."

Mr. Laux questioned whether alleged complaints from many stations actually represented the feelings of the smaller outlets.

"I cannot help but take exception," Mr. Laux wrote, "to the statement that in order to secure the cooperation of the stars, local sponsorship must be eliminated. It's a little too far fetched, but what if the radio stations were to adopt the same arbitrary attitude. No sponsorship—no broadcasts. It certainly must be admitted that local sponsorship of *Uncle Sam* in no way harms the stars or impairs their incomes."

Another letter of protest to Mr. Stauffer came from Bruff W. Olin Jr., manager of WKIP, Poughkeepsie, N Y. Mr. Olin, lodging "the strongest possible protest," called *Uncle Sam*, in its old form, a success. "I doubt," he wrote, "if any transcribed series of programs syndicated by any private enterprise, has ever been sold individually by 250 radio stations." Mr. Olin asked that *Uncle Sam* be continued for sponsorship, and that the "big name" series be prepared in addition.

Campana Plans

CAMPANA Sales Corp., Batavia, Ill., has asked MBS to clear the Sunday 6-6:30 p.m. spot for its *First Nighter* series beginning Oct. 3. Program signed off for the summer after the broadcast of April 25. However, the client has stipulated that the network must include certain stations which are affiliates of both BLUE and Mutual and are currently carrying *Here's to Romance* which Bourjois Inc., New York, sponsors on the full BLUE at that time. New FCC regulations do not affect this situation, it was explained, as this Sunday period falls in station time which is not controlled by the BLUE. Campana advertising is handled by Wallace-Ferry-Hanley Co., Chicago.

WELCH GRAPE JUICE Co., Westfield, N. Y., and H. W. Kastor & Sons in a joint action deny that they made the alleged false and misleading representations listed in a Federal Trade Commission complaint against them.

THERE'S NOT ANOTHER LIKE IT!
WTIC 50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc.

h to 30 PROSPEROUS Iowa, is and Wisconsin Counties!
WHBF
The 5000 WATT Voice of the Tri-Cities
iliate: Rock Island ARGUS
AL NETWORK · 1270 KC

"REACTION WONDERFUL"
in Duluth when WDSM took 26 weeks of
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

"WFDF Flint Michigan taught me how to swing 'em!"

THE OL' COLONEL SAYS:

Get your share of Georgia's booming business.

WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

WCHS
CHARLESTON, W.VA.

Home of the world's largest synthetic rubber plant.

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH · JEWISH · ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 15 TO MAY 21 INCLUSIVE

Decisions . . .

May 18

Granted license renewal for regular period: KCKN KFRE KFYO KMYR KRJF KRMD KROS WDMJ WEBR WFHR WJPF WLBC WHFF WRAW WSAJ WSOY KHMO WLAV WLNH.

KRNR, Roseburg, Ore.—Granted mod. license increase power 100 w. N. 250 w. LS, to 250 w. D-N; conditions.

KEVR, Seattle—Granted transfer control from Walter L. Wyckoff and Fred Bianco to A. W. Talbot, by transfer of 950 shares (72%) of issued and outstanding capital stock of Evergreen Broadcasting Corp. for proposed sum of $17,515.

KRBA, Lufkin, Tex.—Continued hearing from May 25 to June 14, 1943, re applications for license renewal and vol. assgt. of license; transferred hearing to Lufkin.

WEMV, Cleveland—Granted CP for equipment and frequency changes, etc.

MAY 20

KWSC, Pullman, Wash. — Motions to strike and amend notice of hearing re application for CP dismissed without prejudice to filing of petition before full Commission with permission to other parties to file opposition thereto.

WOKO, Albany, N. Y.—Granted continuance hearing on renewal license to July 1, 1943.

Applications . . .

MAY 19

WTNJ, Trenton—Special service authorization to operate hours formerly used by WCAP, pending repairs to WCAP's transmitter.

WKIP, Poughkeepsie—Transfer control from Richard E. Coon to Poughkeepsie Newspapers Inc. (480 shares common, 80 shares preferred).

National Broadcasting Co., Washington—Reinstatement of commercial television station (formerly WNBW).

National Broadcasting Co., Philadelphia—Same (formerly W3XPP).

WTSP, St. Petersburg, Fla.—Dismissed without prejudice application of Nelson P. Poynter to transfer control of Pinellas Broadcasting Co. to Times Publishing Co. (25½ shares); request of attorney.

MAY 20

WIBG, Philadelphia—License cover CP as mod. for new transmitter, DA-D-N, change hours, increase power, move.

WSLS, Roanoke, Va.—Change 1490 to 1230 kc.

WLVA, Lynchburg, Va.—Change 1230 to 1240 kc.

WSBA Men Called

TWO MEMBERS of the staff of WSBA, York, Pa., will soon enter the service. Otis Morse IV, station manager, program director and chief announcer, reports for induction May 29. Woodrow Eberhardt, director of engineering, has been accepted in the Radar corps of the Marines as a second lieutenant. WSBA has hired its first fulltime woman announcer, Frances McConnel, a graduate of the California School of Dramatics. Annetta Hain as director of women's activities, replaces Mrs. Mary Nell Kling.

Pulp Project

DRIVE to increase the supplies of pulpwood for paper mills is being lined up by the Pulpwood Consuming Industries, New York. Radio is among media being considered.

R. W. BERRY, deputy director of the Navy's Office of Public Relations, has been promoted to captain.

Tentative Calendar . . .

KOBH, Rapid City, S. D.—Further hearing for 610 kc., 5 kw., DA-N, unlimited (May 26).

Network Accounts

All time Eastern Wartime unless indicated

New Business

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on June 14 starts for 13 weeks, *Bulldog Drummond* on 2 Don Lee Cal. stations (KHJ KB), Mon., 8-8:30 p.m. (PWT). Agency: Hillman-Shane-Breyer Inc., Los Angeles.

DUFFY-MOTT Co., New York (apple products, Sunsweet Prune Juice), on June 21 starts Imogene Wolcott on 56 MBS stations, Mon., Wed., and Fri., 11:50-12 noon. Agency: Al Paul Lefton Co., N. Y.

U. S. RUBBER Co., New York, on May 23 starts N. Y. Philharmonic Symphony on 132 CBS stations, Sun., 3-4:30 p.m. Agency: Campbell-Ewald Co., N. Y.

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels), on Aug. 14 starts Leon Henderson on 70 BLUE stations, Sat., 6:45-7 p.m. (rpt, 11:30 p.m.). Agency: Advertising Sales Counsel, Winchester, Va.

YELLOW CAB Co., Los Angeles, on May 17 started for 52 weeks *The Story Teller* on 2 Don Lee stations (KHJ KFRC), Mon. 7:15-7:30 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

Renewal Accounts

METRO-GOLDWYN-MAYER Studios, Culver City, Cal., on May 31 renews for 4 weeks *Victor Borge* on 51 BLUE stations, Mon. thru Fri., 7-7:05 p.m., with rpt, 6:25-6:30 p.m. (PWT). Agency: Donahue & Co., N. Y

SPERRY FLOUR Co., San Francisco (flour, cereal), on June 1 renews for 52 weeks, *Sam Hayes—News*, on 6 NBC Pacific stations, Mon. thru Sat., 7:45-8 a.m. (PWT), on same date renews for 52 weeks *Dr. Kate* on 8 NBC Western stations, Mon. thru Fri., 4-4:15 p.m. (PWT). Agency: Westco Adv. Co., San Francisco.

W. L. DOUGLAS SHOE CO., Boston, on June 6 renews for 30 weeks John Stanley's *Tonight's World News* on 15 MBS stations, Sun., 10:30-10:45 p.m. Agency: Harold Cabot, Boston.

MAIL POUCH TOBACCO CO., Wheeling, W. Va. (Mail Pouch Tobacco), on June 28 renews for 13 weeks *Counterspy* on 65 BLUE stations, Mon., 9-9:30 p.m. Agency: Walker & Downing Pittsburgh.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, on May 23, extends for 4 weeks Upton Close on 66 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

CHRYSLER Corp., Detroit (institutional), on May 27 adds 55 CBS stations to *Major Bowes' Amateur Program*, making a total of 129 CBS stations, Thurs., 9-9:30 p.m. Agency: Ruthrauff & Ryan, Detroit.

PHARMACO, Inc., Newark, N. J. (Feen-A-Mint) on May 7 added 7 MBS stations (WBHP KFFA WLAY WCBI KWON WLBJ KVNU), to *Double or Nothing*, making a total of 207 MBS stations, Fri., 9:30-10 p.m. Agency: William Esty & Co., N. Y.

A. S. BOYLE Co., Vernon Cal. (Aspertone), on June 18 expands *Fleetwood Lawton—News Analyst* on 6 NBC Pacific stations, Mon., Tues., Wed., 8:15-8:30 p.m. (PWT), adding Fri. Agency: J. Walter Thompson Co., Los Angeles.

B. F. GOODRICH Co., Akron (institutional), on May 17 adds 5 CBS Illinois stations (WLBC WSOY WTAX WDWS WDAN) to *The Meaning of the News*, making a total of 122 CBS stations, Mon. thru Fri., 6:55-7 p.m. (rebroadcasts 11:55; 12:25 a.m.). Agency: BBDO, N. Y.

in the CONTROL ROOM

TOM PICKERING, transmitter
gineer of WHIO, Dayton, has
the Army and reported to Fort B
min Harrison in Indiana.

KARL HABERMAN, former
engineer of WHDL, Olean, N. Y.
now maintenance supervisor
WGRC, Louisville, Ky.

JACK SUGGS, from KFRU, Co
bia, Mo., and Ray Richardson
joined the engineering staff of K
St. Louis. Jim Black, studio engi
has been transferred to the tran
ter.

GORDON BISHOP has been ap
ed chief engineer of WSGN, Bir
ham, succeeding Paul Cram, who
been extended a leave to enter
work.

LLOYD MITCHELL, for the
six years engineer of KHJ, H
wood, is now in the East for Go
ment service preparatory study.

J. THOMAS BAXTER, former
neer of KFAC, Los Angeles,
joined BLUE Hollywood, repl
Roger Love, who received comm
in the Signal Corps.

LES WILLYARD, technician of
versal Microphone Co., Inglew
Cal., has been promoted to tech
engineer in charge of planning, e
ments and laboratories.

JAMES KELLEY, transmitter
pervisor (W8BAZ) and Donald
ham, control room (W8CVJ),
WFBL, Syracuse, have been co
sioned second lieutenants in the
nal Corps and are now on the W
Coast. Joseph Lamprecht, co
room, is under orders to report
to Infantry school at Fort Ben
Ga.

PERCY LEE KUHN has left
transmitter staff of WJPR, Gree
Miss., to join the Armed Forces
follows Chief Engineer R. L. Lee
went to Camp Shelby May 1.
Rankin is operating a shift with
ond class license, after several m
with a restricted permit. New
engineer is George Wilson, who
from Mississippi State College, w
he was an instructor in the scho
radio.

CONTRACT covering all tech
and maintenance workers has
signed by WLIB, Brooklyn,
American Communication Assn.
ment fixes $40 minimum wage w
with $5 increase after six months
additional $2.50 for each succ
half-year.

Stovin and Wright
RADIO STATION REPRESENTAT
offices
MONTREAL • WINN
TORONTO

XUM

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

perienced Program Director—1,000 watt station, Pennsylvania. Good position. Give full particulars and salary expected first letter. Box 643, BROADCASTING.

r 1,000,000 Responsive Listeners—To hand over to experienced "mail pull" announcer. Man we want must speak the language of the masses and know direct radio selling inside out. We'd call this a real opportunity for the man who has the ability and loyalty to do a job. Executive possibilities for a go-getter with proven record. Box 644, BROADCASTING.

Technicians—Midwest clear channel station. First or Third Class. Male or female. Give full particulars. Box 658, BROADCASTING.

nted At Once—First class engineer. Draft exempt. Tell all first communication including minimum salary. WMSL, Decatur, Alabama.

PERATOR—First or Second Class License. Good pay. Non-Defense town. Reasonable living costs. Draft exempt. WSYB, Rutland, Vermont.

mbination Announcer-Operator — Draft exempt. Any ticket. Excellent working conditions and good pay at one of the country's outstanding local stations. Write Personnel Manager. WMIN, St. Paul, Minnesota.

Weekly—For first class engineer-announcer capable maintenance small station. Box 642, BROADCASTING.

perienced Polish-Speaking Announcer-Salesman — Capable managing branch studio. Midwest local station. Must be conscientious worker, not afraid of long hours. Give complete information, draft status, etc. Write Box 638, BROADCASTING.

nouncer—Must be dependable and ambitious. Good pay and permanent job for right man. Write, wire or telephone WDNC, Durham, North Carolina.

nouncer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 653 BROADCASTING.

mbination Announcer-Operator — (First or second class). Able read news. Your present pay for forty hours with guaranteed pay for minimum of forty-eight. Network station in Rocky Mountains. Box 656, BROADCASTING.

XPERIENCED SALESMAN -- A 5,000 watt CBS station can use a salesman of proven ability who is more interested in the future than present inflationary salary. If you are a live-wire who wants to [illegible] in the future we have an excellent opportunity for you. Write WKZO, Inc., Kalamazoo, Michigan, giving full details about yourself, age, draft status, etc.

nouncer—Capable and willing to develop into all around man. Permanent not "duration" position. Good character references essential. Please write full details including salary wanted and enclose photo. WTOL, Toledo, Ohio.

Draft Deferred Salesman—[illegible] position with opportunities for advancement. Wanted by 5 k. w. regional network station. Box 654, BROADCASTING.

AL STATION — Large metropolitan [illegible], desires services experienced public relations man, capable of analyzing and improving present program structure, and creating local programs designed to serve and reflect local interests, of a standard of value and showmanship meriting acceptance in competition with network [illegible]. Write Box 660, BROADCASTING.

Help Wanted (Cont'd)

Draft Deferred Announcer-Operator—All around man for 250-Watt Network station. Experience in news, sports reviews, special events. Knowledge of programming desired. Opening available now. Write, phone or wire . . . give all details, including salary requirements. R. L. Rose, KWOS, Jefferson City, Mo.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 652, BROADCASTING.

Situations Wanted

PROGRAM DIRECTOR-NEWSCASTER — Desires position with network station. Write Box 645, BROADCASTING.

Commercial Manager—Desires change. Must be good proposition with future. Box 649, BROADCASTING.

Employed Network-Quality Newscaster—Announcer; experienced sales, programming, continuity, personnel. Desires manage small station. Practical. 38, married. Box 648, BROADCASTING.

Chief Engineer—Fifteen years experienced first class operator. Graduate practical radio engineer, registered professional engineer. Ten years present job. Married, 3-A. Desires permanent connection transmitter work, regional or clear channel station. Good references.

ENERGETIC MANAGER—Age 37, 3-A draft status, married with family. 15 years' newspaper and radio experience, now employed manager 5 k. w. regional network affiliate—desire to make change for personal reasons. Thoroughly experienced in handling personnel, own commercial manager. Excellent program experience. Natural flair for sales-producing ideas. Successful selling record. Details on request. Box 655, BROADCASTING.

For Sale—Service of 4F program director with many years of sales production and announcing experience on several stations. Nothing under 1000 watts. A.B. degree. Box 651, BROADCASTING.

Chief Engineer—Available about June first. Age 37. Married, three children. Minimum $65 week. Prefer South. References. Box 647, BROADCASTING.

Girl College Graduate—With practical and academic experience in production, announcing, writing, directing and feature commentating, desires position. Box 641, BROADCASTING.

WOMAN ANNOUNCER—College graduate. Two years' experience with woman's program, news, commercials and record shows. Can operate controls. Box 639, BROADCASTING.

Wanted to Buy

Crystal—Low temperature coefficient 620 k.c. or lower frequency. Box 650, BROADCASTING.

Minority Interest in Radio Station—Box 646, BROADCASTING.

Pennsylvania Radio Station—Experienced manager interested in securing full or half interest in station located in Pennsylvania. Box 657, BROADCASTING.

For Sale

Wurlitzer 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 659, BROADCASTING.

Religious Series

TWO SPECIAL broadcasts on NBC May 23, together with the dedication of new studio for religious programs, marked the 20th anniversary on NBC of the *National Radio Pulpit*. Speakers included Niles Trammell, president of NBC; Dr. Ralph W. Sockman, pastor of Christ Church, New York, and officiating clergyman for the program; David Sarnoff, president of RCA and chairman of the board of NBC.

S. H. PATTERSON, president of KSAN, San Francisco, has announced acquisition of the AP radio news wire from Press Association, radio subsidiary of The Associated Press. AP dispatches will be featured on KSAN's many newscasts.

IN THE HEART OF NEW ENGLAND

THE BIG
Farm Station
OF
NEW ENGLAND

wkne
Keene, N. H.
CBS 5000 Watts
Represented by Headley-Reed

HOOPER
Shows
WHAT
KANSAS CITY
Knows!

A 250-watt local non-network station holds more day-time listeners in greater Kansas City than three network outlets.

It's KCKN, the Capper Publications station for Kansas City —programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

Chicago—Central 5977
New York—Mohawk 4-3280

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WPB Plans to Take Steps To Ease Spotty Tube Dearth

Shortages Confined to a Few Types, Especially Those Used in Low-Priced AC-DC Receivers

QUESTIONED about newspaper reports that a famine in radio receiver tubes was causing a radio blackout throughout the country, officials of the WPB Radio & Radar Division said last week the shortages were confined to a few types. They expressed hope that the situation would be corrected within a few weeks.

Tube shortages exist, they said, particularly in a type of tube needed for low priced modern AC-DC sets. These are low profit items which manufacturers have abandoned during the war. The types are now going into production at WPB's suggestion, a spokesman said.

To Plan Production

A complete review of all elements effecting the shortage of tubes will occur this week, WPB said, when the Vacuum Tube Advisory Committee meets with members of Frank H. McIntosh's Foreign & Domestic Broadcast Branch. The meeting will bring industry and Government officials together to plan production for the remainder of 1943, and to work out methods to overcome bottlenecks in the distribution machinery.

The tube problem, persons familiar with the situation point out, involves more than merely building replacement tubes. According to all parties, about 2,000,000 tubes are being made every month, but many are not getting to consumers.

Trouble seems to be two-fold: First, no manufacturer is making a complete assortment, so dealers have incomplete assortments; secondly, millions of tubes produced for civilians are ending up on the battlelines, as a result of leaks in the distribution channels.

It is well known that distributors are selling tubes originally intended for civilians to military purchasing agents, and to contractors who use them to fill military orders. In some cases these sales serve a useful war purpose since they meet emergency military needs. But in other cases, the distributors solicit non-emergency military business in hope of making a quick sale at list prices.

Several weeks ago, Mr. McIntosh moved to correct the first fault, by asking manufacturers to exchange tube supplies, so that complete lines would be available for all dealers. The WPB also recently asked tube makers to mark civilian tubes "M.R.", for Maintenance and Repair, so that military purchasers would know they had not been subject to regulation military tests.

Some opposition to this apparently is developing however. Last week, RCA notified its dealers that "to meet the desires of the Army and Navy" it would brand all tubes manufactured and sold by RCA with an RCA trade-mark.

"It has been the practice of many tube makers to purchase unbranded tubes from other tube manufacturers and to resell them with brands other than those of the actual manufacturer," RCA said. "This has permitted tube manufacturers to offer to their customers a more complete line of tubes under their own or their customers' brand name."

"It may happen that we may no longer be able to supply certain tube types with RCA brand names where such tubes are not actually in production on our own manufacturing facilities," RCA commented. It asked dealers to explain to their customers why certain types are available only under other brands.

Press Articles

Articles pointing to a shortage of radio tubes were printed a week ago by the *Wall Street Journal* and the *New York Times*.

The *Journal* claimed that lack of parts, principally tubes, had silenced "hundreds of thousands of sets in city homes, including an estimated 100,000 sets each in Detroit and Philadelphia and 50,000 in Los Angeles." The *Journal* said the industry thinks that while Government action may help, "it won't serve to keep America's 58 million home radio receivers in operation." The *Journal* said the shortage of batteries had silenced a high percentage of farm sets—40% in the Dakotas and Nebraska.

The *Times* said priorities are the stumbling block in tube production. "It is believed by many that the civilian situation will see little improvement until a specific plan, completely independent of the military, is devised," it was stated. T. R. Kennedy Jr., *Times* radio writer, said that manufacturers report they have only one customer these days—Uncle Sam

At WPB, officials say material has been specifically allotted for tubes assigned to civilians. Under the new distribution order, L-265, the WPB hopes to insure that these tubes go where they were intended.

Stated policy of WPB has been to provide one set to a home, whereas figures indicate that almost half the homes in the country have two sets. WPB has said it will do nothing for the 3,000,000 portables or 8,000,000 car radios.

Drawn for BROADCASTING by Sid Hix

"He Invented a Radar-Televisor and Aimed It At His Girl's House Back in Keokuk!"

SAVARIN RESUMES RADIO FOR COFFEE

WITH sufficient supplies on hand to permit promotion of Savarin Coffee, S. C. Schonbrunn Inc., New York, manufacturer, resumes radio advertising for this product May 24. Firm withdrew product from the market and ceased advertising recently when transportation problems and wartime restrictions made it impossible to continue using the regular ingredients and the vacuum pack container.

First radio will be participations on Bessie Beatty's five-weekly program on WOR, New York, on a 52-week basis. Plans for additional radio advertising have not been set. Agency is Ruthrauff & Ryan, New York.

Schonbrunn started a campaign of transcribed "singing" announcements on several stations in the New York area in March of last year for Savarin. The same firm resumed advertising for another brand, Medaglia D'Oro, in February [BROADCASTING, March 29]. Agency for the latter product is Pettinella, New York.

MacVane May Rest

JOHN MACVANE, NBC correspondent, who accompanied allied forces in the invasion of North Africa, and who followed the American Army into Tunis, may return to London.

Relief Is Promised For Battery Se

AID to farmers who need far type radio batteries was promi last week by the WPB's newly e tablished Office of Civilian R quirements, the revitalized Of of Civilian Supply, now functi ing under direction of the aggr sive WPB vice chairman, Arth Whiteside, Dun & Bradstreet pre dent.

The batteries were one of so 50 items which Mr. Whiteside sa would be provided immediately "essential in the production food". He said that Army, Na and Lend-Lease authorities h agreed to relinquish a part of current production of these ite

Although details of the progra are not yet ready, Mr. Whites said farmers would be able to reasonable amounts of the nee items directly from their dea without the use of complica forms. Since stores may not have adequate stocks of these ite Mr. Whiteside said, farmers sh place their orders now.

Manufacturers will be direc Mr. Whiteside explained, to ship fixed percentage of current prod tion to wholesalers, retailers a others who serve the farm tr Battery production is now ab 425,000 monthly, WPB repor last week, twice the productio mid-March, when the Consum Durable Goods Division set out meet the battery shortage [Bro CASTING, May 17].

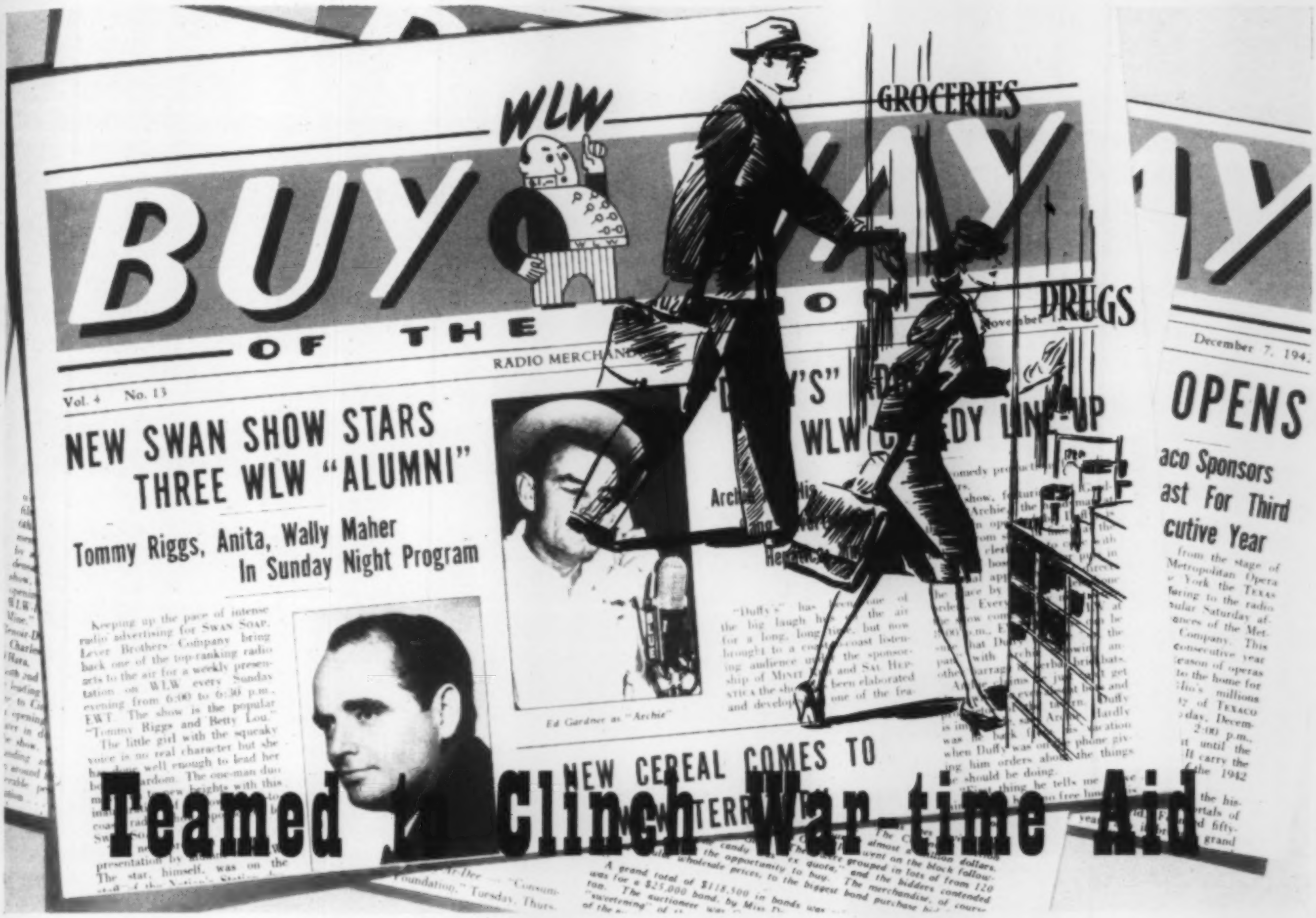
RMA WAR MEETING JUNE 10 IN CHICAG

OPENING its War Producti Conference at the Palmer Ho Chicago, on June 10, the Ra Manufacturers Association hear government officials dis the immediate military radio p gram and future radio deve ments and problems.

Heading the list of official p sonalities are Chairman James Fly of the FCC and Director R C. Ellis of the Radio and Ra Division, WPB, who will add the luncheon meeting. Presi Paul V. Galvin of the RMA preside and will give an an report emphasizing the all-out effort and production problems the industry.

Other government officials will appear at various sessions the streamlined, one-day mee include: Chief Frank H. McIn of the Domestic and Foreign B Branch, WPB; Kenneth Camp Trade Relations Advisor, Boar Economic Warfare; and Ralph Camp, in charge of exports the WPB Radio and Radar D sion.

Problems to be taken up inc manpower, maintenance of p radio receivers, exports and p war planning. New officers directors will be elected at ness sessions, which include meetings of the directors and sions of the Set, Tube, Trans Parts, Amplifier and Sound Eq ment Divisions. There will be social events or exhibits and customary annual banquet has dropped.


WLW
BUY WAY OF THE
RADIO MERCHANDISING
Vol. 4 No. 13
NEW SWAN SHOW STARS THREE WLW "ALUMNI"
Tommy Riggs, Anita, Wally Maher In Sunday Night Program
Ed Gardner as "Archie"
"DUFFY'S" WLW COMEDY LINE-UP
NEW CEREAL COMES TO
December 7, 1942
OPENS
aco Sponsors ast For Third cutive Year
GROCERIES
DRUGS

Teamed to Clinch War-time Aid

50,000 BUY WAY readers semi-monthly
28,000 merchandising calls annually

WLW merchandising dedicated to war-time aid for retailers is sparked by two intensive war-time activities. 28,000 calls will be made this year on the men who move your merchandise . . . supplemented with BUY WAY, our radio merchandising newspaper which has a readership of more than 50,000 twice monthly. Paced to give constant stimulation and help is direct mail contact that totals 360,000 mail pieces annually.

This merchandising program . . . which covers every phase of distribution from manufacturers' representatives to consumer . . . costs advertisers nothing. Now more than ever, it helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. **In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all night-time radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)**

A NEW SALES SERVICE. **Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.**

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION